

LIFE



176 MINUTES OLD

DOROTHY McGUIRE'S BABY

MARCH 14, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

Mmm-magnolias!

Big as life and just as beautiful—
the magnolias in bloom on this brand-new
Cannon towel! But it's ready to do
a brisk drying business—run your hand
across that texture, and see! Covered
with candlewick-like tufts of
terry—thousands of 'em, all thirsty!
Have an ensemble of Cannon
magnolias for that spring-is-here
feeling—or any of the many
new Cannon charmers priced
from about 39c to \$2.95.

Cannon Mills, Inc.,
70 Worth Street, New York 13, N. Y.





Unmatched Quality of Tone

from the New Long Playing, Non-breakable records

The radio-phonograph that fails to bring you the unmatched tone quality of the new, Columbia long playing, non-breakable, highest quality records is old-fashioned and obsolete. Hear them on a Philco, played with the revolutionary Balanced Fidelity Reproducer. Together, they're the foremost advance of the age in recorded music!

When you're ready for Television

Thrill to the latest Philco achievement . . . Wide-Screen television with a huge 90 sq. in. picture at the price of a "72". It's yours now in the new Philco 1450.

PHILCO
Famous for Quality the World Over

Tune in Philco Radio Time with Bing Crosby Wednesday evening . . . Philco Television Playhouse Sunday evening. See your local newspaper for time and station.



This One



S60Z-66C-PNTG



*and the
most thrifty*

The most popular car in America!



YES, THAT'S IT—the familiar freight car, which brings you most of the things you eat, wear, and use.

It does its vital job for you so thriftily that it carries freight for charges which average only about 1½ cents for moving a ton a mile—taking all kinds of freight over all distances.

When the war ended, these charges

were no higher—and in many cases were lower—than when war began back in 1939. But prices and wages kept climbing until freight rates had to go up.

Railroad rates, though, went up *later* than other prices. By the time of the first small increase in freight rates, in the middle of 1946, the average level of other prices had already gone up more than 40 per cent above 1939.

And freight rates have gone up *less* than the average percentage increase of other prices—in fact, only about half as much.

So railroad freight charges now represent an even smaller fraction of the prices you pay for the things you buy than they did before the war. Today, the railroad freight car is not only the most essential car in America—it is also the car that provides the world's thriftiest transportation.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON 6, D. C.

Listen to **THE RAILROAD HOUR**
presenting the world's great musical shows. Every Monday evening over the ABC Network, 8-8:45 Eastern, Mountain, and Pacific Time; 7-7:45 Central Time.





He Helps to Get the Message Through

ILLUSTRATION BY NORMAN ROCKWELL

Along the highways of speech, in every part of the country, thousands of Bell telephone linemen help to keep your telephone service good—and make it better.

They are on the job to maintain uninterrupted service over millions of miles of wire and cable—repair trouble when it occurs and try to anticipate it before it occurs.

They are the men who push forward the lines of communication to new places and new people—through cities and towns, across deserts, under rivers and over mountain tops. By breaking all construction records since the war, they have played an important part in the constant improvement in telephone service.

In the everyday doing of the job, as in the dramatic emergencies of fire and storm, the telephone linemen help to get the message through.

BELL TELEPHONE SYSTEM



Norman
Rockwell

The "FRESH UP" FAMILY DRINK!

So pure..
So good..
So wholesome!



Copyright 1949 by The Seven-Up Company

You like it... it likes you!



BUY
A CASE
TODAY!

Copyrighted material



SPECIAL GLASS, in cold liquid form, is sprayed on *Permaglas* Water Heater tank parts. Chemists continually sample this glass to assure uniform quality.



HUGE FURNACES permanently fuse the glass coating to the steel tank parts. Temperatures as high as 1600° F. produce a blue, mirror-smooth inner surface that resists all rust.



ELECTRO-MAGNETIC "EYE" guards against any flaws in glass surface too small for the human eye to see. Every inch of surface is thoroughly inspected.

NEW DISCOVERY ABOUT HOT WATER

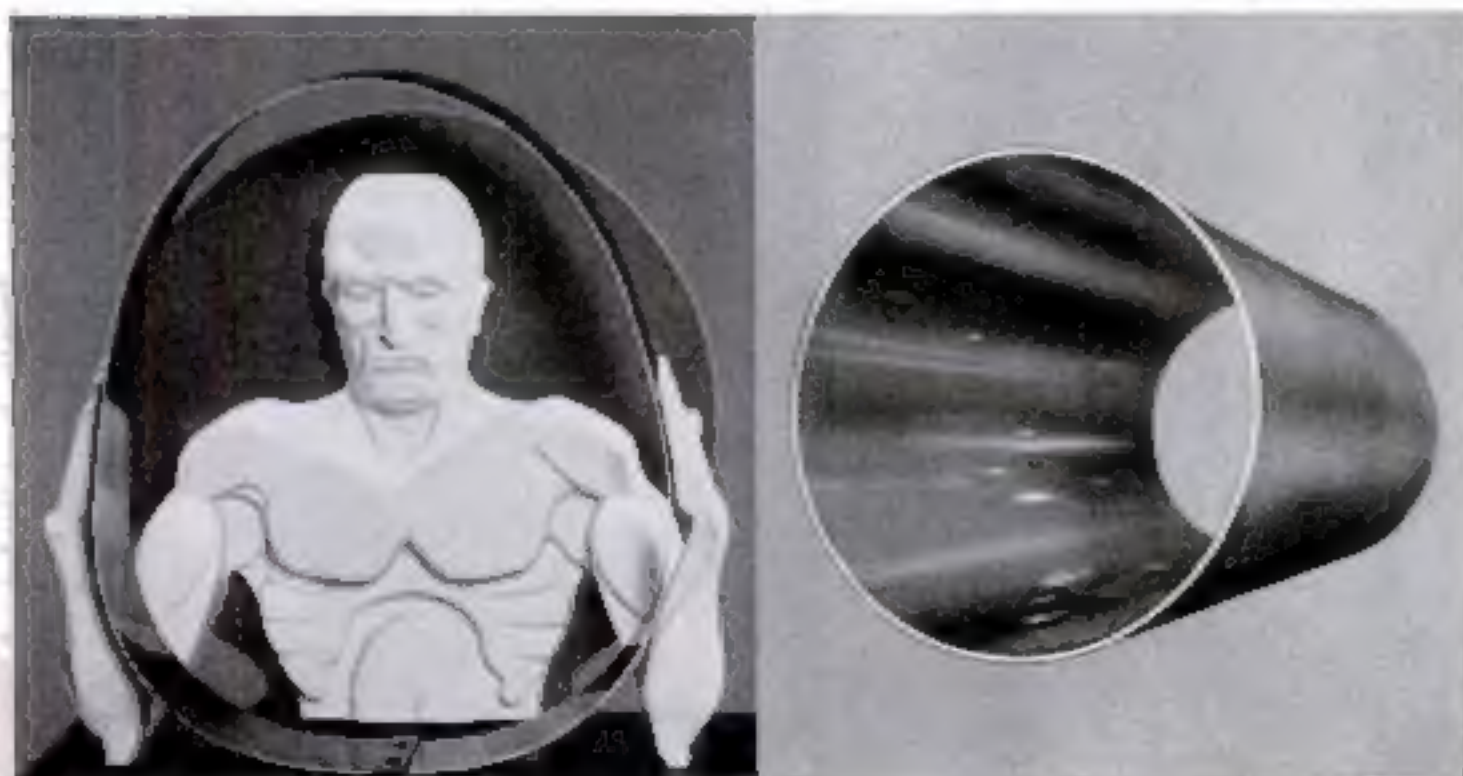
Automatic water heater has a tank of glass-fused-to-steel... because glass cannot rust



DIAMOND-TOUGH GLASS surface of the bottom head of a *Permaglas* Water Heater tank withstands repeated blows from a wooden mallet, without cracking or chipping. Blurred hand and mallet show force of impact. Cutaway reveals tank interior.



NEITHER HEAT NOR COLD nor sudden shock of scalding water affects glass surface of "*Permaglas*" tank section embedded in cake of ice. Thermal shock treatment like this is more severe than a water heater ever undergoes in home service.



GLASS THAT BENDS! Mechanical man flexes glass-surfaced steel ring over million times without harm to the glass.

HEAVY PERMAGLAS tank of glass-fused-to-steel, shown with open ends, cannot rust because glass cannot rust.

A new kind of automatic water heater for the home, developed by engineers of the world-famous A. O. Smith Corporation, eliminates the most common cause of water heater failure—internal rust and corrosion. Many types of water, from both city water systems and rural wells, become highly corrosive when heated. The hot water eats into the metal of water-heater tanks, finally causes them to leak and fail. Sometimes this takes no more than 12 months. The only remedy is a new water heater.

To solve this troublesome—and costly—problem, A. O. Smith research found a way to fuse a surface of glass to steel. A special glass in cold, liquid form is sprayed onto welded steel tanks. In huge furnaces glass and steel are united at tremendous heat. The result is a heavy-steel tank with an inner surface of sparkling blue glass—strong, sturdy, and long lasting.

This tank, a unique feature of *Permaglas* Automatic Water Heaters, CANNOT rust because glass cannot rust. Tank rust that ruins laundry, corrosion dirt that stains water and plumbing fixtures—both are eliminated. So is tank failure due to rust forming inside the tank.

A *Permaglas* Water Heater, installed in the basement, utility room, or (in the case of the new Table Top model) in the kitchen, provides an ever-ready supply of hot water automatically. No waiting, nothing to turn on, nothing to turn off. Plenty of hot water is instantly available for dishes, laundry, and baths. Plenty is available to operate the newest automatic home laundries and dishwashers.

Permaglas Water Heaters are now supplying hundreds of thousands of American homes with hot water "packaged-in-glass"—always hot, always ready, and always plentiful. For dramatic proof, visit your merchant plumber, appliance dealer, or public utility who displays the "*Permaglas*" emblem. They will gladly demonstrate all the advanced features of "*Permaglas*"—the water heater you won't have to replace every few years. If you do not know it, write for the name of your nearest dealer.



Permaglas



THIS EMBLEM

A SMITHway WATER HEATER*

A. O. SMITH Corporation, Water Heater Division, Kankakee, Illinois
International Division: Milwaukee 1 • Licensees in Canada: John Inglis Co., Ltd.

*Also quality zinc-lined Duracold and Milwaukee Automatic Water Heaters



GAS MODELS, in sizes for all home needs, for city or liquid gas.



TABLE TOP model, electric, provides extra table-height work surface for the kitchen or laundry.



ELECTRIC models also in sizes for basement or utility room.

New, remarkable product for the relief of pain...



Bufferin

TRADE MARK

Acts twice as fast as aspirin!

AFTER 4 YEARS of research, a remarkable new product—BUFFERIN—has been developed for the relief of pain.

Bufferin offers far faster relief to sufferers from simple headaches, aches and pains of colds, neuralgia, women's periodic headaches, minor muscular aches and pains.

A BUFFERIN tablet—like an aspirin tablet—disintegrates rapidly in water or stomach liquids. But what's important, BUFFERIN is absorbed into your blood stream **TWICE AS FAST**—on the average—as aspirin. It goes to work **TWICE AS FAST** to relieve pain. And, BUFFERIN goes to work *gently*, too.

Because it's antacid... Bufferin doesn't disagree with you!

Many people—because of experience or their doctor's advice—always take an antacid when they take aspirin. With BUFFERIN this is not necessary because BUFFERIN is antacid. The antacids in BUFFERIN actually protect your stomach from aspirin irritation.

BUFFERIN is now available in the handy 12-tablet, pocket-size package—or economical 36- and 100-tablet packages for home use.

For faster pain relief next time, ask your druggist for BUFFERIN.



BUFFERIN IS A BRISTOL-MYERS TRADE-MARK

Acts twice as fast as aspirin!

LIFE

EDITOR-IN-CHIEF . . . Henry R. Luce
PRESIDENT . . . Roy E. Larsen
EDITORIAL DIRECTOR . . . John Shaw Billings

BOARD OF EDITORS

Daniel Longwell . . . CHAIRMAN
Joseph J. Thorndike, Jr. . . . MANAGING EDITOR
Wilson Hicks . . . EXECUTIVE EDITOR
Edward K. Thompson . . . ASSISTANT MANAGING EDITOR
Charles Tudor . . . ART DIRECTOR

Joseph Kastner, Robert Coughlan,
Philip H. Wootton, Jr., Oliver Jensen,
Sidney L. James, Fillmore Calhoun,
Maitland Edey

SENIOR WRITERS

Noel F. Busch, John Chamberlain,
Charles J. V. Murphy, Winthrop Sargeant.

ASSISTANT EDITORS

Herbert Bryan, Gene Cook, Jay Gold, Ernest Havemann, John Jenkinson, Richard W. Johnston, Sally Kirkland, Percy Knauth, Kenneth MacLeish, John Peter, Tom Prichard, Lilian Rixey, Maria Serenino, John Thorne, Margit Varga, Robert Wallace, Robert Wernick, A. B. C. Whipple.

REPORTERS

Oliver Allen, Earl Brown, Robert Campbell, John Dille, Gene Farmer, John Haverstick, Jeanne Perkins, Coles Phinixy, Irene Saint, Claude Stanush, Bishop White.

RESEARCH STAFF

Marian A. MacPhail . . . CHIEF
ASSISTANTS: Jo Sheehan, Helen Deuell, Valerie Vonderhulst.

RESEARCHERS: Ruth Adams, Bernice Adelson, Mary Augustine, Constance Babinington-Smith, Barbara Ballou, Mary Elizabeth Barber, Rowland Barber, Margaret Bassett, Mary Blake, Tom Carmichael, Ruth Dennis, Beatrice Dobie, Kay Doering, Laura Ecker, Hilda Edson, Phyllis Feidkamp, Gertrude Feltz, Jean Ferris, Honor Fitzpatrick, Stanley Flink, Samuel Gallo, Nancy Genet, Patricia Gilbert, Ralph Graves, Dora Jane Hamblin, June Herman, Madeline Himes, Jacquelyn Hinds, Edward Kern, Mary Leatherville, Jeanne LeMonnier, Joan Lowine, Geraldine Lux, Joana McQuiston, Dana Munro, Violet Price, Doris Pullen, Norman Rose, Mabel Schubert, Dorothy Seiberling, Kathleen Shortall, Patricia Smith, Lucille Stark, Iola Stetson, Margaret Swope, Rachel Tuckerman, Jane Wilson, Monica Wyatt, Warren Young.

PICTURE BUREAU

EXECUTIVES: G. W. Churchill, Robert Girvin, Ray Mackland, Dorothy Hoover, O. A. Graubner, Alma Eggleston.

PHOTOGRAPHERS: Jack Birns, Cornell Capa, Edward Clark, Ralph Crane, Leonida Dean, David Douglas Duncan, Alfred Eisenstadt, Eliot Elisofon, J. R. Eyerman, N. R. Furman, Andreas Feininger, Albert Fenn, John Florea, Herbert Gehr, Fritz Goro, Allan Grant, Bernard Hoffman, Martha Holmes, Yale Joel, Mark Kaufman, Dmitri Kessel, Wallace Kirkland, Nina Leen, Anthony Link, Thomas McAvoy, Francis Miller, Ralph Morse, John Phillips, Michael Rougier, Walter Sanders, Frank Scherschel, George Silk, George Skadding, W. Eugene Smith, Peter Stackpole, Charles Steinheimer, William J. Sumita.

PICTURE RESEARCHERS: Muriel Ballard, Jane Bartels, Mary Carr, Betty Doyle, Margaret Goldsmith, Natalie Kosek, Ruth Lester, Maude Milar, Helen Rounds, Margaret Sargent.

LAYOUT

Michael Phillips, Bernard Quint, William Gallagher, Hilde Adelsberger, Matt Greene, Earl Kersh, Anthony Sodaro, Frank Stockman, Dorothy Witkin, Alfred Zingaro.

NEWS SERVICES

DOMESTIC: Robert T. Elson (Chief), Helen Robinson, Dorothy Sterling, Jean Snow, Bureau Heads—Washington: James Shepley; Chicago: Hugh Moffett; Los Angeles: Jack Beardswood. Correspondents—Washington: Lawrence Laybourne, Jane Shaner, James Truitt; Chicago: Frank Campion, John Bryson, Helen Douglas, Arnold Sagalyn, Arthur Shay; Los Angeles: Elmer Lower, Robert Drew, Robert Lewin, Carlton McKinney, Jeanne Stahl; Atlanta: William S. Howland; Boston: Jeff Wylie, Don Morris; Dallas: Holland McCombs, Milton Orshesky; Denver: Barron Beshoar; Detroit: Fred Collins; San Francisco: Martin O'Neill, David Zeilin, Margot Shore.

FOREIGN: Manfred Gottfried (Chief of Correspondents), Eleanor Welch. Bureaus—London: Eric Gibbs, George Caturani, Frances Levison, Patricia Beck, Monica Horne; Paris: Andre Laguerre, John Boyle, Mathilde Camacho, Lee Etington; Berlin: Emmet Hughes, Will Lang, David Richardson, Alice Crocker; Rome: George E. Jones, Barbara O'Connor; Athens: Robert Low; Near East: John Luter; New Delhi: Robert Lobar; Shanghai: Roy Rowan; Tokyo: Carl Mydans; Mexico City: John Stanton; Rio de Janeiro: William W. White; Buenos Aires: Robert Neville.

PUBLISHER

Andrew Heiskell

ADVERTISING MANAGER
Clay Buckhout



PENNZOIL

MOTOR OIL

**FLOWS FAST
STAYS TOUGH!**

Protect your engine the instant it starts, and give it lasting safety for long, hard drives... Pennzoil's double action does both.



At this sign of better dealers, coast to coast

**Tough-film PENNZOIL® gives all engines
an extra margin of safety**



"Our 9 kids Step on It for twice the wear!"



22 active feet take time out for pictures. But resting or on the go, they're always "at ease" in shoes soled with **NEOLITE**. As a member of the Chamber of Commerce, Joe Sullivan will tell you it doesn't rain

much in Santa Monica. However, just in case of a "mist," the Sullivans are glad that waterproof **NEOLITE** Soles keep feet dry in any weather. They help avoid colds for the whole family.

**"We're wearing NEOLITE, too,"
SAY MR. AND MRS. JOE SULLIVAN**

Like most parents, this Santa Monica, California, couple first learned about **NEOLITE** Soles on children's shoes.

"We found that **NEOLITE** lasted over twice as long as the leather soles we'd been using," the Sullivans report.

Now it's a must for the whole family! "On new shoes or resoles, we always look for the name **NEOLITE** on the bottom," they write. "For solid comfort and good looks, you can't beat **NEOLITE** Soles."

Joe Sullivan's duties as a fireman and president of the Police and Firemen's Protective League keep him hopping. He truly appreciates the way **NEOLITE** Soles treat his feet right. These flexible, comfortable soles need no breaking-in, even on brand-new shoes.



MARK THIS MARK!
Without this name it's not the same! Insist on genuine **NEOLITE**!



With the cost of living doubled, Dorothy Sullivan does a fine job to keep the budget straight. She thanks **NEOLITE** for saving so much on shoe bills.

*We think you'll like "The Greatest Story Ever Told"
Every Sunday—ABC Network*



30,000,000 people keep shoe costs down with

NEOLITE
NEOLITE is a trademark of THE GOODYEAR TIRE & RUBBER COMPANY
SOLES

**OUTWEARS
LEATHER OVER
2 TO 1**

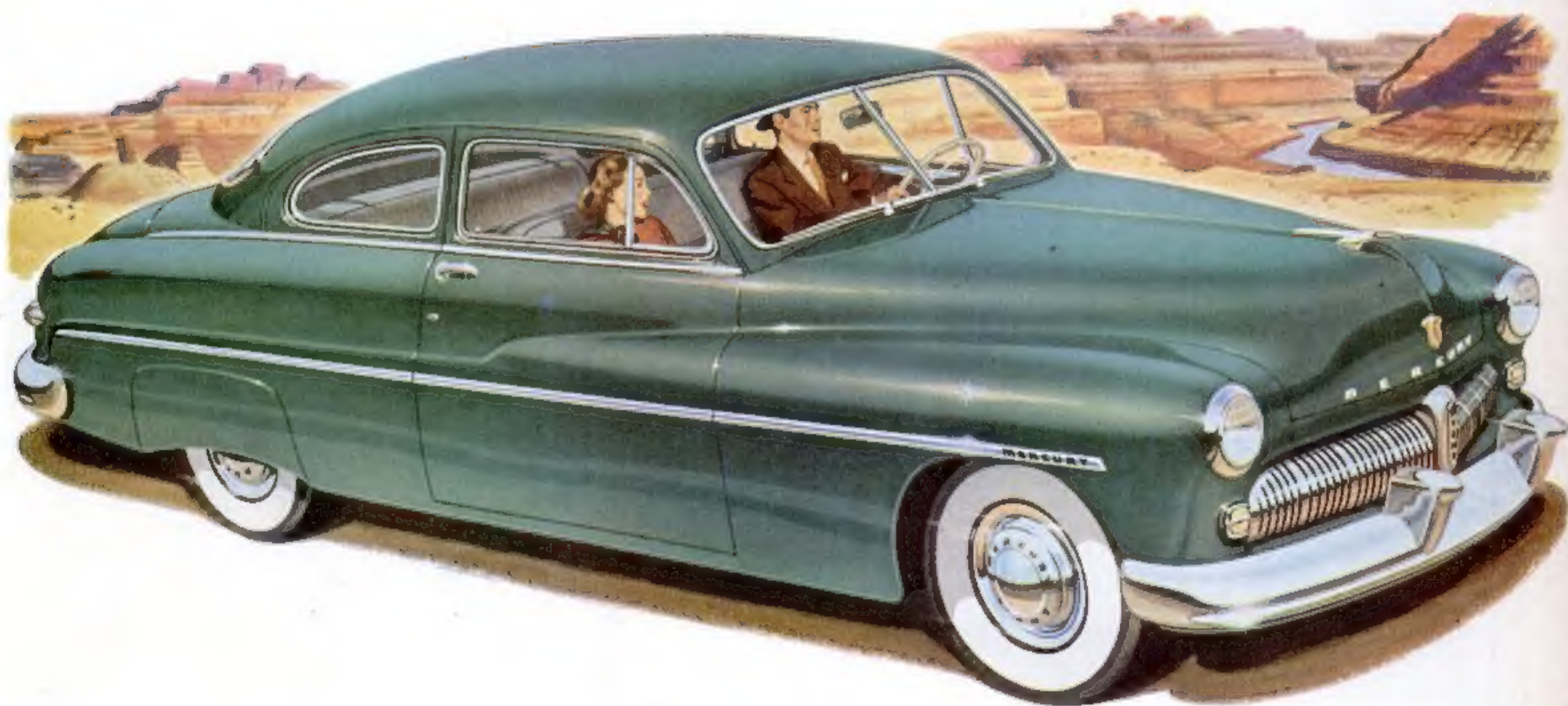
**LIGHTWEIGHT
COMFORTABLE
WATERPROOF**

"Restful? Like riding in an easy chair!"



THAT'S WHAT OWNERS SAY ABOUT THIS ROAD-PROVEN NEW 1949 **MERCURY**!

*What a car for comfort—cross-town or cross-country! Owners say you just can't believe all the ease and relaxation you get in the 1949 **MERCURY**! They claim it's the smoothest-riding, easiest-handling, "road-holdin'est" car there is! And it is!*



Make your next car

MERCURY



White side-wall tires and rear wheel shields are optional.

YOU can count on *comfort*—plus everything else—in your beautiful 1949 Mercury!

For it's been *road-proven* by thousands of owners for millions of miles!

And here are some of the many other good things your new, road-hugging Mercury gives you: A new, powerful,

8-cylinder, V-type engine with surprising *economy*! Front coil *springing*! Easier *steering*! "Super-safety" *brakes*! Softer, broader *seating*! Increased all-round *visibility*!

See it—drive it—and you'll say: "*It's Mercury for me!*"

LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY

LETTERS TO THE EDITORS

THE MINDSZENTY CASE

Sirs:

Your editorial, "The Mindszenty Case" (LIFE, Feb. 21), deserves the highest praise for bringing into focus a matter which concerns every free person whether in the U.S. or any other country outside the Iron Curtain.

Every American must take his stand, and be willing to stand up and be counted. It is not enough any more to agree that Communism is bad and then to do nothing about it.

HENNING A. KNUDSEN
Grayling, Mich.

Sirs:

... Let our government demand the prime's release and keep on demanding it until it is achieved. If Russia will not comply with the demands of the voices of decency then let us, in union with other peace-loving free nations, take all steps that are necessary to compel her to yield.

HENRY C. KESSLER JR.
York, Pa.

Sirs:

As a person who dislikes Communism quite as much as yourselves but also one, like yourselves, who believes in religious liberty, I am greatly puzzled why you are so concerned over the fate of Cardinal Mindszenty but not concerned at all over the religious intolerance in Spain, where perhaps there is a persecution of religious dissent as severe as in any place in the world. There have also been the religious persecutions in Latvia, Lithuania and the Argentine, over which very few persons have been concerned.

FRANK S. MORLEY
Minister

Grace Presbyterian Church
Calgary, Alberta

Sirs:

Apropos of your editorial's remarks on left-wing activities at Harvard and M.I.T., we were privileged to attend a meeting on Feb. 21 at which Gerhart Eisler spoke on "The Marxian Theory of Social Change." We heard Mr. Eisler praise Communism in what seemed to be a soundly logical and fair speech. The audience was extremely orderly. At the conclusion of his speech Mr. Eisler received a loud ovation from the audience. At this point one would have thought that here sat a group of young Americans thoroughly imbued with Marxian principles.

We had listened and we were glad to listen, but now questions began coming from the audience. "If Communism is supposed to seek the truth by scientific methods and open discussion as you say, Mr. Eisler, why are divergent opinions so ruthlessly suppressed in Soviet Russia?" "Since you have spoken of political liberties in Russia, Mr. Eisler, would you be so kind as to give us the name of the man who ran against Stalin in the last election and give us the number of votes that he received?" And so it went. As the meeting continued it was very apparent that Gerhart Eisler was incapable of answering the biting questions of this young American audience.

We don't advocate suppression of divergent views in the U.S. If the views are in conflict with our basic American concepts, then let us hear them out so that we may answer them adequately. We have no reason to fear Communism itself within the U.S.; we need only fear our ignorance of it!

PAUL WELLS
THEODORE W. BOWERS
Cambridge, Mass.

Sirs:

Have found no evidence of leftist corruption of students at M.I.T. Please name names or retract statement.

NORMAN B. CHAMP JR.
SANDER RUBIN
DAVID REINER
DAVID M. BENENSON
Managing Board

The Tech
Cambridge, Mass.

● LIFE made no charge whatever of "leftist corruption of students at M.I.T." What LIFE did state was the well-known fact that Communists make shrewd use of university professors, among others, in their spider web of "innocent front" organizations. It urged that Americans make it their business to find out how these fronts work and hoped that it would be possible to "bring some sense of reality to Harvard and M.I.T." The latter was perhaps a poor example and has been less affected by Communist fronts than many universities. But if the name of a professor who has been connected with some fronts is desired, Dirk Struik, a professor of mathematics at M.I.T., has supported at least six committees or organizations on the Attorney General's subversive list.—ED.

PRAYING STEWARD

Sirs:

THE POOR STEWARD IN THE SINKING OF THE "VESTRIS" (LIFE, FEB. 21) IS NOT PRAYING NOR IS HE DERELICT IN HIS DUTY. BOTH HIS ARMS HAVE BEEN BROKEN, AND THE DRAMA OF THE PHOTOGRAPH IS HIS UTTER HELPLESSNESS WHILE FACING ALMOST CERTAIN DEATH. AM I RIGHT?

EDWARD M. MCILVAIN, JR.
NEW YORK, N.Y.

● Yes.—ED.



STEWARD ON THE "VESTRIS"

CHEROKEE STRIP

Sirs:

Your caption on the picture at the opening of the Cherokee Strip in Oklahoma (LIFE, Feb. 21) mentions that the photographer is unknown.

I have a copy of this picture that carries the name of the photographer as L. D. Hodge, Arkansas City, Kan.!

T. H. DORSEY
Elmira, N.Y.

Sirs:

The photographer was John W. Covey of Poteau, Okla., now deceased.

FLORENCE HAYS
Oklahoma City, Okla.

DAYLIGHT TELEVISION

Model 835

80% Brighter Easier on your eyes!

It's here—television that's *easy* to look at—*easy* on your eyes! G-E Daylight Television, performance-engineered at Electronics Park, is 80% brighter than ordinary television under the same conditions! It's the only kind of television bright enough to provide peak picture enjoyment under the ideal seeing condition of normal room lighting! G-E Model 835, above, \$325.00.* 10" tube. Mahogany-veneered cabinet.

*Prices slightly higher West and South—subject to change without notice. Tax and ins. at extra cost.

You can put your confidence in—

GENERAL ELECTRIC



Have You Guarded Against Them?

Dishonesty of employees, burglary, robbery, and forgery are ever-present risks to which all business concerns are exposed. But what about *disappearance*, possibly with no trace or evidence? What about *destruction* by accident or design? These, too, can result in heavy loss!

For complete protection against losses of money and securities handled in the conduct of your business, you need our 3 D Policy which covers these 6 major business hazards:

1. Loss by employee's dishonesty.
2. Loss of money and securities within premises through burglary, disappearance or destruction (including fire, flood, explosion).
3. Loss of money and securities outside premises.
4. Loss by forgery of outgoing instruments.
5. Loss of securities from safe-deposit box.
6. Loss by burglary: Open stock burglary insurance may be added by endorsement.

Contact an America Fore agent today and let him give you full details.

For the name of a nearby America Fore Agent, call Western Union by number and ask for Operator 25.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

The photograph was taken by Victor Murdock, who covered the "opening" for a Chicago newspaper. He later became a congressman from Kansas and editor of the *Wichita Daily Eagle*.

F. M. GILLET

Wichita, Kan.

Sirs:

The photograph was made by my father, William S. Prettyman, then working in Arkansas City, Kan.

RAY T. PRETTYMAN

San Marino, Calif.

● According to the Oklahoma Historical Society, the actual photographer was a P. A. Miller.—ED

LOSER'S BREAKDOWN?

Sirs:

As one of the sponsors of the Miss America contest at Atlantic City, I want to protest your picture entitled "Loser's Breakdown," showing Elaine Campbell "weeping when she failed to win the 1947 Miss America title" (LIFE, Feb. 21). This picture was taken on the third night of the preliminaries and Elaine is weeping because she has just won the talent contest. . . .

Miss America had not been selected and she was not selected until the following night. She is one of the best little sports I know and has wonderful, wonderful talent.

E. W. STEWART
President

Catalina Inc.
Los Angeles, Calif.



ELAINE CAMPBELL WEEPS

IS THE BOOM ENDED?

Sirs:

I was most distressed to observe the loose economic thinking inherent in the headline "Keeping the consumer buying is key to the problem" in your story "Is the Boom Ended?" (LIFE, Feb. 21). . . . The boom owes its basic existence to the tremendous expansion in business-financed capital improvements and not to any spectacular step-up in consumer spending.

Since our present prosperity is largely a durable-goods boom it would appear important that businessmen be given equal consideration with consumers. Only if industry can operate in a favorable climate that assures it of a continuing rate of profit from its operations will it make those capital improvements that are so crucial to prosperity.

RALPH P. COLEMAN JR.
Jenkintown, Pa.

CONTINUED ON NEXT PAGE

Hair stays "JUST-COMBED" all day long . . . thanks to 'Vaseline' Cream Hair Tonic with amazing VIRATOL*!



Contains Triple-A LANOLIN too, for better scalp care!



Hair LOOKS natural . . . FEELS natural . . . stays neat without stiffness!



Like cream hair tonics?
Try the Cream of Them All!

Vaseline
TRADE MARK
CREAM HAIR TONIC

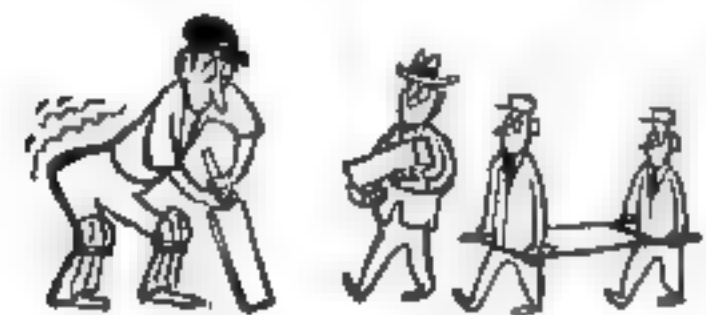
*This special compound gives lustre . . . keeps hair in place without stiffness.



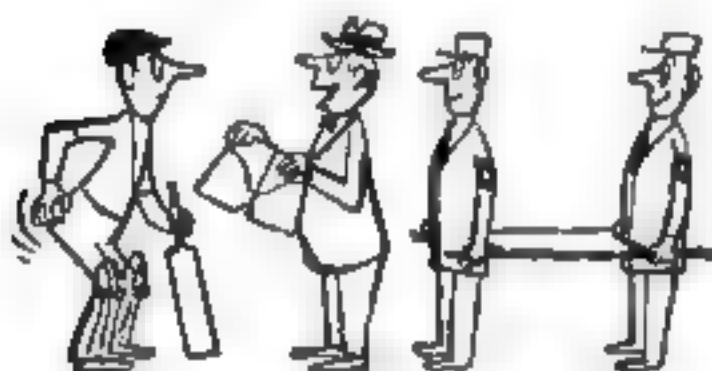
Tops in entertainment
DR. CHRISTIAN, during JEAN HERSHOLT, on CBS, Wednesday nights; LITTLE HERMAN, new mystery show, Saturday nights, on ABC.



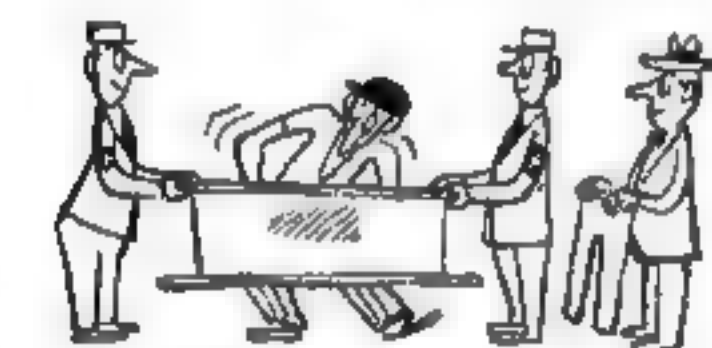
The shorts of a batsman at cricket,



Always chafed as he strode
to the wicket,



Till a spectator snorted,



"Get yourself Arrow Short-ed-



For comfort you'll find they're
the ticket!"



No chafing
center seam

Sanforized-labeled • Gripper fasteners
elastic or tie side • SPRINTER (all-elastic
waistband) • adjustable back.

ARROW SHORTS

\$1.25 \$1.50 \$1.65 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

I wonder if the trouble unemployed
Marxist Dean Kern finds himself in
is not due a great deal to the fact that
in the past two or three years he just
plain bought too much. Maybe it was
absolutely necessary that he have some
kind of an automobile to get to his work,
but I doubt if it was necessary to pay
\$2,175 for a nice new car and if he had
only paid \$1,175 he'd be just a thousand
dollars better off to meet his present
unemployment.

It is not his own fault entirely. Those
of us who were brought up in the days
of Coolidge and Hoover were taught to
lay something aside for a rainy day.

FRANKLIN R. HYDE

Pierre, S. Dak

HOW BABIES ARE BORN

Sirs:

Compliments on your article on the
"Health Museum" (LIFE, Feb. 21).
The portion about how babies are born
is something that needs to be a phase of
all childhood's early knowledge.

It would be well for any prudish
minds to take heed of Californian Judge
Twain Michelson: "Life is sordid and
obscene only to those who find it so."

P. JEREMIAH KELLOGG

Detroit, Mich.

Sirs:

Such pictures are a disgrace. Our
children would be better off if these
things could be kept sacred as they
should be. God never intended young
children to be schooled in the things
adults are supposed to know. . . .

ADELE DINSMORE

Clay Center, Kan.

CONTINUED ON NEXT PAGE

Please
send



to _____ NAME

ADDRESS

CITY _____ ZONE _____ STATE _____

ONE YEAR AT \$6.00

(1 year at the single copy
price would cost you \$10.40)

I enclose \$ _____

Please Bill Me ☐

Give to your newsdealer

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.

L-3-14



The friendly sun can be dangerous. You can't see its
potent infrared and ultraviolet rays—but they may
cause eye injury unless your eyes are properly shielded.



Art by CLAUDE MCARDLE

TWO WAYS to Play it Smart in the Sun!

Smart LOOKING—and smart SEEING!
You're two-ways smart when you en-
joy the flattery—and complete protec-
tion—that AO Cool-Ray Sun Glasses
give your precious eyes:

RIGHT FILTERING to guard your eyes
against glare—and the sun's danger-
ous ultraviolet and infrared rays.

RIGHT CENTERING to protect your eyes
from fatigue and discomfort caused
by improperly centered lenses.

RIGHT CURVATURE—deeper optical
curve—to minimize annoying reflec-
tions and distortion.

RIGHT GRINDING and polishing, by
skilled craftsmen, to precise optical
standards—eliminating irregularities
that might cause eye-strain.



Your eyes—only one pair to a lifetime
—deserve the best. Treat them to the
comfort and protection of AO Cool-
Ray Sun Glasses, expertly made and
backed by the 115 years of skill
possessed only by American Optical
Company.

American Optical
COMPANY

New
STYLES
New
COLORS!



Fashion classic. Crystal, red,
blue, and demi-blond. Right
and smart for all occasions.



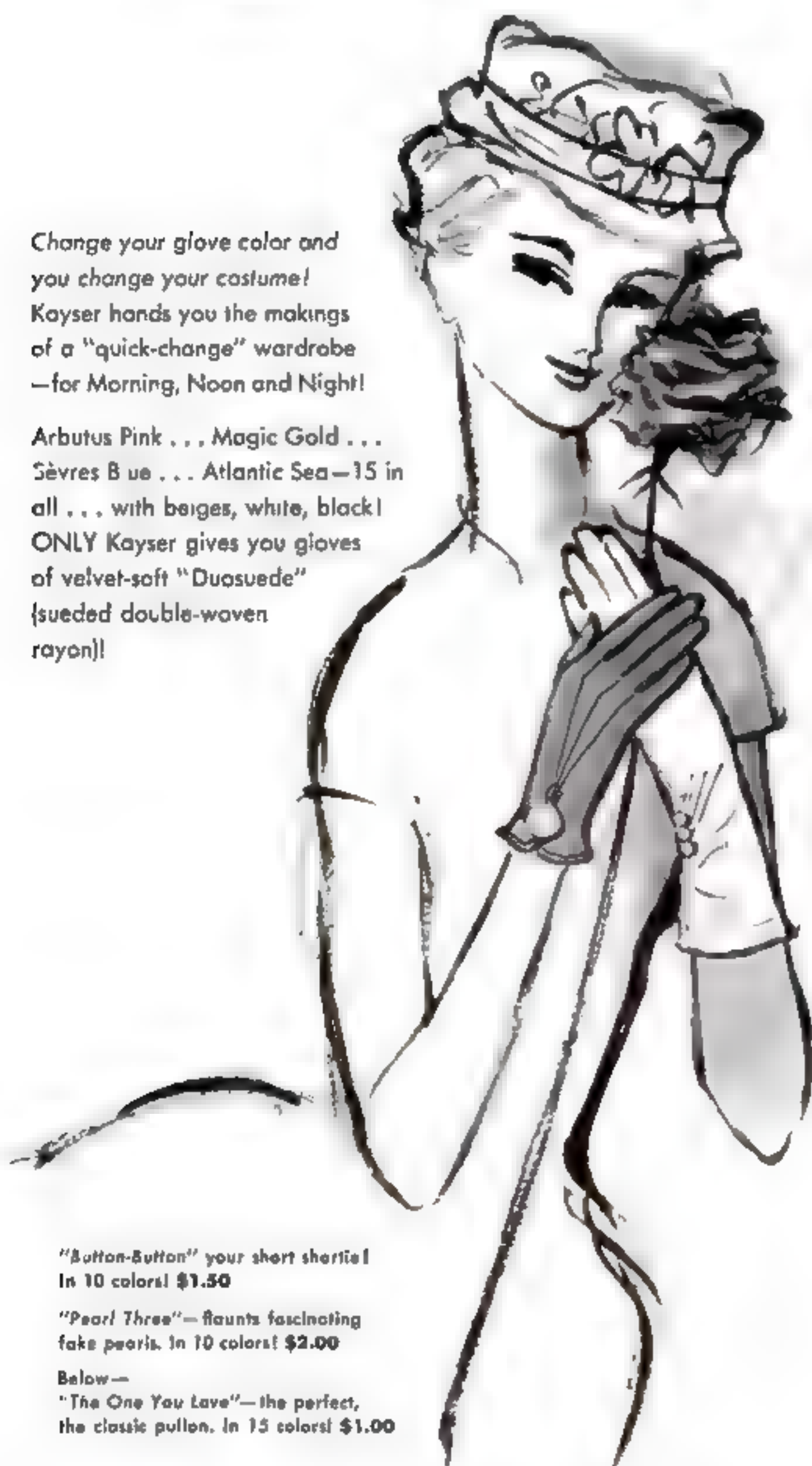
For the outdoor man. Demi-
amber, demi-blond, or crys-
tal. Handsome Full-Vue frame.

Wide selection of styles and colors. Priced from \$2.50 to \$10.00

The HAND is quicker
than the eye!

Change your glove color and
you change your costume!
Kayser hands you the makings
of a "quick-change" wardrobe
—for Morning, Noon and Night!

Arbutus Pink . . . Magic Gold . . .
Sèvres Blue . . . Atlantic Sea—15 in
all . . . with beiges, white, black!
ONLY Kayser gives you gloves
of velvet-soft "Duosuede"
(sueded double-woven
rayon)!



"Button-Button" your short shorties!
In 10 colors! \$1.50

"Pearl Three"—flaunts fascinating
fake pearls. In 10 colors! \$2.00

Below—

"The One You Love"—the perfect,
the classic pullon. In 15 colors! \$1.00

you owe it to your audience—wear

KAYSER



HOSIERY • GLOVES • UNDERTHINGS

LETTERS TO THE EDITORS

CONTINUED

TAYLOR TRAUMA

Sirs:

. . . The senior class of this school
is panic-stricken by Elizabeth Taylor
(Larg, Feb. 21).

DON FABER

Loomis School
Windsor, Conn.

Sirs:

All studying has ceased. We hereby
vote Elizabeth's fiancé, Glenn Davis,
lucky swins of '49.

JOHN POLHAMUS
TONY VAN RYPER

University of Arizona
Tucson, Ariz.

Sirs:

My friend George Stone and I were
very much pleased with Elizabeth
Taylor.

We are only a couple of the boys of
Missoula County High School who like
her pictures and acting. You can tell
by George's expression that he isn't
reading too much of the article.

SAULASON MOE

Missoula, Mont.



APPRECIATIVE READER STONE

Sirs:

I am a typical teen-age girl of 15.
Ever since Liz started her career in
pictures I have followed her through
magazines and have seen many of her
pictures. I would like to say you did
justice to her for she is more exquisite
than a Dresden figurine, more charm-
ing than princesses of royalty and more
beautiful than all the actresses in Hol-
lywood combined. She is the promise
and fulfillment of every girl's dreams!

JOAN FRANK

Babylon, N.Y.

Subscription rates: U.S., Alaska, Hawaii,
Canada, Newfoundland 1 yr. \$4.00, 2
yrs. \$11.00, 3 yrs. \$15.00. LIFE, In-
ternational edition (fortnightly) for
Cana. Zone, Puerto Rico, Virgin Islands,
1 yr. \$4.50. All Pan American Postal
Union countries and Philippines, 1 yr.,
\$6.00, Great Britain and Ireland, 1 yr.,
\$8.00, all other countries, 1 yr., \$7.50.

Subscription Service: J. E. King, Genl.
Mgr. Address all subscriptions and cor-
respondence concerning them to LIFE
Subscription Dept., 540 N. Michigan
Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice
is required. When ordering a change,
please name magazine and furnish an
address unprinted from a recent issue. If
unable to do so, please state exactly
how magazine is addressed. Change
cannot be made without the old as well
as the new address, including postal
zone number if you have one.

Address all editorial and advertising cor-
respondence to LIFE, Time & Life Build-
ing, 9 Rockefeller Plaza, New York
20, N. Y.

Time Inc. also publishes TIME, FOR-
TUNE and THE ARCHITECTURAL FORUM.
Chairman, Maurice T. Moore; Presi-
dent, Roy E. Larsen; Executive Vice
President and Treasurer, Charles L.
Stilman; Executive Vice President and
Sales Director, Howard Black; Vice
Presidents, Allen Grover, Andrew
Henkel, C. D. Jackson, J. A. Lauen,
P. I. Prentice; Vice President & Secre-
tary, D. W. Brumbaugh; Comptroller
& Assistant Secretary, A. W. Carlson;
Circulation Director, E. DeW. Pratt;
Producer, The March of Time,
Richard de Rochemont.

ENTERTAINING THE BOYS?



That calls for iced drinks—
and plenty of ice. Don't let them
call you an "ice miser." It won't
help your reputation as a host to
run short.

So remind the little woman to
lay in a supply of genuine crushed
ice or crystal-clear ice cubes.



USE PLENTY OF Genuine* ICE

*"Genuine ice" is the pure, crystal-
clear, taste-free, hard-frozen, slow-
melting kind supplied exclusively
by your local Ice Company. Call
on them for genuine ice for every
cooling need.

NATIONAL ASSOCIATION OF ICE INDUSTRIES
1706 I Street, N. W., Washington 6, D. C.

Fashion Televues of Spring

See them . . . love them . . . the beautiful Gold (Red) Cross Shoes you'll find so much "in the picture," this spring. New as tomorrow's telecast. And such scene-stealers— with their gentle elegance and proud, gracious lines. Each is a Fit-Tested fashion, which means it keeps your step as young as Springtime, itself.



A



B



D



C

Now, more than ever—
America's unchallenged shoe value

\$8⁹⁵ . \$10⁹⁵

Slightly higher in Canada

THESE STYLES \$10.95. A. The Pursuit. B. The Melody. C. The Coquette. D. The Chateau. On model's feet, The Swank. On television screen, The Carnival \$8.95.

GOLD RED CROSS SHOES

The United States Shoe Corporation, Cincinnati 7, Ohio. Gold Cross Shoes are manufactured and distributed in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes," (Aust.) Pty. Ltd., in South Africa by Eddels (S. A.), Ltd., in New Zealand by Duckworth, Turner and Co., Ltd. Gold Cross Shoes are now being featured in Canada by leading retailers.



"I Was at the End of My Rope!"



**7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES**

3 Post's Toasties	1 Grape-Nuts
2 Grape-Nuts Flakes	1 Raisin Bran
1 40% Bran Flakes	1 Rice Toasties
1 Nabisco Shredded Wheat	

"Trying to suit my changeable children at breakfast was really getting me down—till I discovered Post-Tens. That wonderful assortment of 7 different cereals is just made for a finicky family like mine. Now Johnnie can have Post's Toasties, his favorite corn flakes, for two days running and then do a quick switch to Raisin Bran. Unpredictable Polly can have a different cereal every day in the week. And Post-Tens opened all our eyes to Sugarroasted Grape-Nuts Flakes—the 2-Bonus Cereal!"



"America's 2-BONUS CEREAL
Clicks with all my chicks!"



Everybody likes a bonus! And you get not one but two when you buy Sugarroasted Grape-Nuts Flakes! For just as the sun brings out the full flavor of plant-ripened strawberries, so Sugarroasting brings out all the goodness of whole-wheat flakes...

drenches them in the malt-sugar of tender barley, till they're butter-brown perfect! Yes, it's Sugarroasting that makes Grape-Nuts Flakes the 2-Bonus Cereal. Bonus #1—that sweet-as-a-nut flavor! Bonus #2—more quick energy than any other leading

cereal! And thanks to Sugarroasting, Grape-Nuts Flakes give you more get-up-and-go! For a truly wonderful treat—try America's 2-Bonus Cereal. Ask your grocer for the large, economy size package of Sugarroasted Grape Nuts Flakes today!

Grape-Nuts Flakes — The 2-BONUS CEREAL!

Products of
General Foods

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1949 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

MOLOTOV MYSTERY HAS EVERYONE GUESSING	21
THE FOX LOSES FIRST ROUND IN PARLIAMENT	26
"THE LADY" FLIES NONSTOP AROUND WORLD	28
A U.S. NEGRO MAKES PEACE IN HOLY LAND	30
EDITORIALS: JOE LOUIS, PROMOTER	
THE NEGRO PROBLEM	32
GERMAN BILLBOARDS ARE BALM TO LONELY HEARTS	43
HEIR OF COLUMBUS IS MARRIED	50

ARTICLES

THE WAR MEMOIRS OF WINSTON CHURCHILL, VOLUME II, PART VI	52
"A SOUTHERN SOLUTION," by SAM JONES, EX-GOVERNOR OF LOUISIANA	116

PHOTOGRAPHIC ESSAY

THE SOUTHWEST	62
---------------	----

MOVIES

THE MOVIES OF 1948	44
RHONDA FLEMING	103

SPORTS

DICK BUTTON & CO.	78
-------------------	----

MEDICINE

BLUE BABY RESEARCH	106
--------------------	-----

MODERN LIVING

PRE-FAB LIVING ROOM	110
---------------------	-----

ENTERTAINMENT

BALLET TO NIGHTCLUB	120
---------------------	-----

BUSINESS

THE BOX-TOP INDUSTRY	127
----------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	9
SPEAKING OF PICTURES: ACTRESS'S NEW BABY PUTS ON GREAT SHOW	16
PEOPLE	37
LIFE GOES TO A TEXAS A. & M. PARTY	134

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



How we retired with \$200 a month

WE'RE having a wonderful time, Betty and I. We're doing all the things we've always dreamed of doing. We're really living. Summers, we pack the car and take trips. And it's all thanks to a check for \$200 that comes by mail, regular as clockwork, every month!

The neighbors think we're rich. Hardly any of them guess the truth. Actually, almost anyone can provide the regular income we have—if he starts young enough.

Luckily for me, I was about forty when Betty began to worry about our future. "You're going to want to slow up in a few years," she'd say. And I'd laugh. Because I felt fine. "But you won't always want to work," she'd say. "Well, I still have twenty good earning years ahead of me," I'd answer.

But one day she stopped me. She asked me how much I'd earn in the next twenty years—not counting raises. I did some quick arithmetic, multiplying my salary by 20. It ran up into six figures! I gave her the answer, and grinned.

Betty wasn't impressed. "How much of that do you think we'll save?" she asked. I had to be honest. We were always paying off on a new car or a radio, or going places. "A thousand or two," I admitted.

"That's just our trouble," she said. "We can't seem to save. That's why you ought to take out one of those retirement income plans. And now."

I could see that Betty was right. Most of that money I'd make in the next 20 years would go—as it always did—unless I made some systematic plan for our future then and there. So I looked into the subject and discovered a wonderful plan called the Phoenix Mutual Retirement Income Plan.


It was a way I could make part of my salary now buy me a retirement income later. All I needed was to start in time. It seemed made for folks like us.

With a Phoenix Mutual Plan, I could get a check for \$200 a month for life, starting in 20 years, when I reached 60.

Betty and I were both mighty happy the day I applied and qualified for my Phoenix Mutual Retirement Income Plan. Right away it gave us a wonderful feeling of security. But the big day came, twenty years later, when our first Phoenix Mutual monthly check for \$200 arrived in the mail. I retired. And Betty and I are having the time of our lives—with no money worries.

Send for Free Booklet

This story is typical. Assuming you qualify at a young enough age, you can plan to have an income of \$100 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women. Don't delay. Send for your copy now.



PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
768 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet describing Retirement Income Plans for women.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
768 Elm Street, Hartford 16, Conn.

Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

COPYRIGHT 1949, BY PHOENIX MUTUAL LIFE INSURANCE COMPANY



LIFE'S COVER

Mary Hackett Swope, already showing promising theatrical instincts at less than three hours of age, is LIFE's youngest cover girl. The first child of Photographer John Swope and Actress Dorothy McGuire, Mary Hackett began posing for her father 45 minutes after she was born (pp. 16-18). Said the physician, "John really looked rather ridiculous taking the pictures—he was almost standing on his head." Nicknamed "Topolino" (small mouse) after a diminutive Italian Fiat car that the Swopes once had, Mary Hackett may, if her father continues to turn out portraits of her at his present clip, become the most photographed baby of the decade.

The following list, page by page, shows the sources from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

- COVER—JOHN SWOPE
1—NEWS SYNDICATE CO. INC.
10—MAURICE JOHNSON OF INT.
16, 17, 18—JOHN SWOPE
21—JOHN SWOPE
22, 23—SOVIET PHOTO (4). THREE FROM BY BRITISH OFFICIAL PHOTO, COURTESY U.S. STATE DEPARTMENT
24—OFFICIAL U.S. ARMY PHOTO—THOMAS D. MCAYOT, SOVIET PHOTO, YALE JOEL SECOND FROM RT. A.P., N. R. FARNSHAM
34—DMITRI KESSEL (2) WALTER SANDERS—GRAPHIC PHOTO UNION, WALTER SANDERS, ACME—AGIF. INT., HANS KLAUS
35—H. G. WALKER
36—L. GRAPHIC PHOTO UNION—GEORGE W. F. ELIS—INT., LARRY BURROWS
37—LARRY BURROWS
38—L. MAP BY ELMER SMITH AND ANTHONY SODARO, RT. LIEUT. ARTHUR M. NEAL
39—L. DRAWINGS BY MATT GREENE, RT. ANTHONY LINCK—ACME
40, 41—COURTESY UNITED NATIONS, E. F. SLAM FROM ACME
42—ALBERT FENN
43—A.P. CARL MYOANS
44—JACK G. ROBERTSON—INT.
45—WALTER SANDERS
46, 47—JOHN ENGSTEAD FOR 20TH CENTURY-FOX, MAC JULIAN FOR WARNER BROS. ALLAN GRANT—MAYER & BURSTYN, ROBERT FLAHERTY, N. R. FARNSHAM, SELECTED FILMS, NC
48—BOB LANDRY—20TH CENTURY-FOX—RALPH CRANE FROM B.S.
49—PARAMOUNT PICTURES—UNIVERSAL-INTERNATIONAL, RKO RADIO PICTURES, INC.—LORAN F. SMITH
50—M.G.M.—WILLIAM CAGNEY PRODUCTIONS, UNITED ARTISTS RELEASE—LORAN F. SMITH
51—ALLAN GRANT—UNITED ARTISTS—UNIVERSAL PICTURES
54—J. R. EYERMAN, RKO RADIO PICTURES, INC. HARRY WATSON FOR LOS ANGELES DAILY NEWS, BOB LANDRY
55—RKO RADIO PICTURES, INC.
56, 57—PIERO Saporiti
62—LOOMIS DEAN
63—RAY MAHLEY FROM WESTERN WAYS
64 THROUGH 71—PHILIPPE HALSMAN
72, 73—L. PHILIPPE HALSMAN, RT. ANSEL ADAMS COPY, TEST ARIZONA HIGHWAYS
74—PHILIPPE HALSMAN
76, 77—VICTOR JORGENSEN FROM SCOPE
78—INT. A.P. VICTOR JORGENSEN FROM SCOPE
82—DOUGLAS CHANDOR CHEETEST MRS. DOUGLAS CHANDOR
83—ACME
84—DRAWINGS BY G. H. DAVIS FROM ILLUSTRATED LONDON NEWS
85, 86—WILLIAM J. SUMITS
87—INT.
91—GRAPHIC PHOTO UNION
92—BRITISH OFFICIAL PHOTO
93—MAP BY RAFAEL PALACIOS
97—EVENING STANDARD, WORLD COPYRIGHT
98—PAINTING BY CAPTAIN OSWALD HARLEY STUDIO SUN LTD. COURTESY ALL SOULS COLLEGE, OXFORD
103—BOB LANDRY
105 THROUGH 109—F. W. GORD
110, 111, 112—MILTON GREENE
113—ALBERT FENN FROM PIX
120 THROUGH 125—EDWARD CLARK
127—HERBERT GEHR—FRANK SCHERSCHEL
128—HERBERT GEHR
131—FRANK SCHERSCHEL
132—HERBERT GEHR
134, 135, 136—FRANK SCHERSCHEL

ABBREVIATIONS: ©, COPYRIGHT; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



45 MINUTES OLD. Mary Hackett Swope poses for her first picture taken by her excited father, John Swope, in the hospital delivery room at Ossining, N.Y. The wrinkled

flesh on Mary's hands, natural to all newborn babies, disappeared after about a week. Mary seemed to sense this early invasion of her privacy and waved her hands in protest.



DERISION is unconsciously portrayed by Mary, now 15½ minutes old, as a groping thumb finds her nose.



ALARM, registered at the age of 3 hours, is actually no more than a normal flexion of Mary's pudgy left arm.



CONTEMPLATION of spread fingers, a preoccupation of 3 hour-old babies, is also known as "embrace reflex."

SPEAKING OF PICTURES

ACTRESS'S NEW BABY PUTS ON GREAT SHOW

Most brand-new parents, because of hospital restrictions and the usual flurry of postdelivery problems, never get a chance to photograph their offspring until it is at least a week old. The charming pictures on these pages, however, represent the loving photographic handiwork of a father who just could not wait that long. Photographer John Swope, who is married to Actress Dorothy McGuire, began taking pictures of his first child, a strapping 9 lb. 10½ oz. daughter named Mary Hackett, when she was only 45 minutes old (*opposite page*). The result is not only a delightful camera record of a baby's first week, during which it is almost blind, but a remarkable study of the aimless gropings of its tiny, wrinkled hands (*top strip*).

Swope began to get excited about photographing his child months before it was born. He talked hospital authorities at Ossining, N.Y., into letting him into the delivery room just after the baby's birth at 9:03 a.m. on St. Valentine's Day. At 9:48 Swope, attired in surgical gown and mask, loaded down with portable stroboscopic unit and camera and propped up from behind by a nurse, hopped on a stool next to the baby's bassinet and got to work. After congratulating his wife, he rushed home with his negatives, then sped back to the hospital to take more pictures of his aging daughter now 3 hours old (*corner*). Finally he tottered home again and fell asleep in his darkroom, too exhausted to hand out cigars.

WEEK-OLD MARY REACTS TO CAMERA →





On this festive day, it's traditional to wear your very best—and in shoes "best" means Florsheim—for quality is traditional with us, reflected in every fine detail of these charming strap shoes...so feminine, so new and comfortable too in Navy, Black, Strato Gray, Kelly Green, Cherry Red, Town Brown or Tahiti.

Illustrated:
Melrose Toronto
Trianon

The Florsheim Shoe Company • Chicago 6

Makers of fine shoes for men and women



SPEAKING OF PICTURES

CONTINUED



ACTRESS MOTHER. Dorothy McGuire, after nine days in hospital proudly carries her baby for the first time across threshold of her Scarborough home.

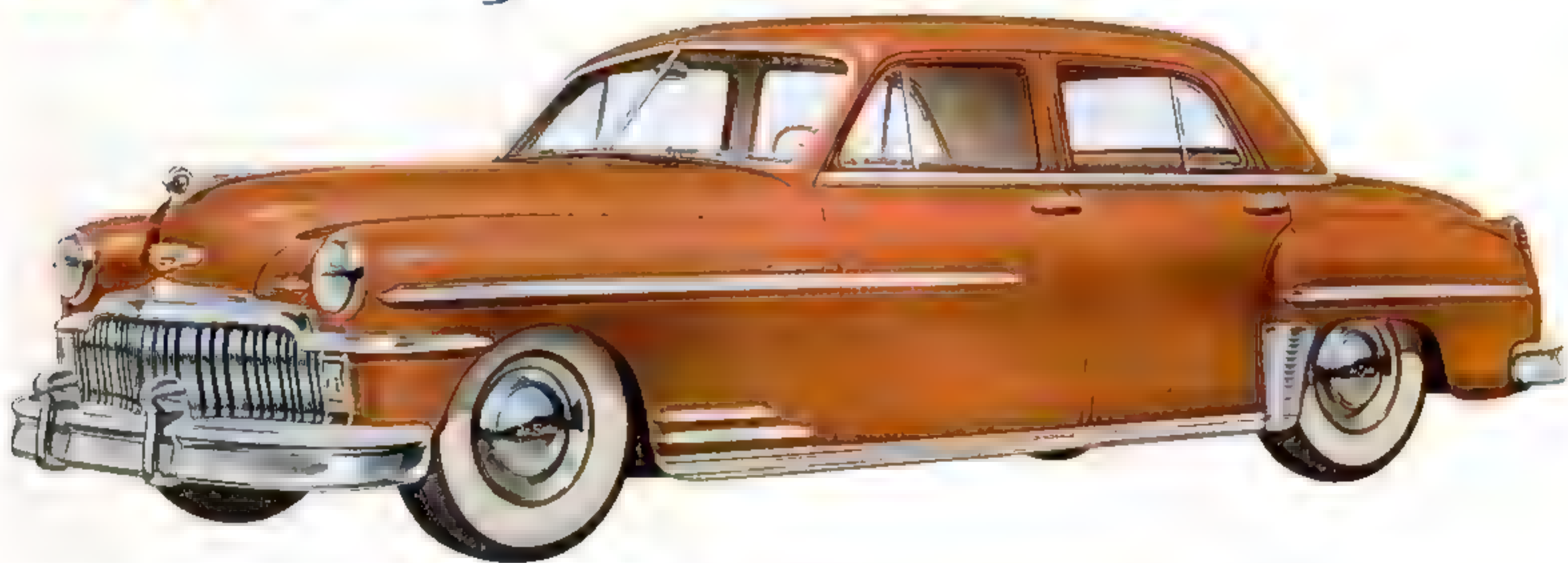


PHOTOGRAPHER FATHER. John Swope, beams at Mary on first day home in a plastic bassinet. Dorothy operated camera while John held strobe light.

DE SOTO

presents a brilliantly styled

new car } **THE CAR DESIGNED WITH YOU IN MIND**



More real beauty... More real
visibility... More real room
... Exciting new features!



*Let's you
drive
without
shifting!*

Here is what thoughtful people everywhere have been looking for and hoping for!

Here, at last, is a car that gives you all the best features of modern design without demanding a single sacrifice in your family's comfort, safety or convenience.

The engineers and artists who designed this new De Soto knew exactly what they wanted and what they didn't want! They wanted a car that would be a joy to look at and a thrill to own. But they also wanted a car designed to fit YOU, instead of you having to fit the car.

That meant a lot of things. It meant a car you could walk into, not wriggle into. It meant a lower car without stealing your head-and-hat room, or cutting down on your road clearance.

It meant a steering wheel that didn't hit your knees. It meant more leg room for all

passengers, not less. It meant not only bigger windows but luxurious chair-high seats so that you would have more *real* visibility, not less.

They wanted you, if necessary, to be able to change a tire. If someone dented your fender, they wanted you to be able to have it fixed economically. And they didn't expect you to rebuild your garage.

They knew you wanted a car that *lets you drive without shifting*. So here is Fluid Drive and Tip-Toe Hydraulic Shift with a record of billions of miles of carefree, effortless driving.

Ask your dealer to show you every new feature of this new De Soto. Compare it with any other car at any price. Then decide!

*Tune in "Hit The Jackpot"
every Tuesday night over all CBS stations.*

DE SOTO DIVISION, CHRYSLER CORPORATION



French toast made from enriched bread (the kind a baker bakes) is an economical and deliciously different way to get the energy you need to start the day off right.

YOU NEED SOMETHING THAT A BAKER MAKES to make each meal complete



EGGS

You are eating a delicious combination of these good foods when you eat bakery foods. That's why you need something that a baker makes to make each meal completely *satisfying*; completely *nourishing*!

THE BREAD that helps balance your diet helps *balance your budget*, too!

Penny for penny, it gives you more of the things your body needs more generously—than any other food you eat at every meal.

And bread is *no more fattening*, according to nutritionists, than any other food that gives you equal energy.

So *eat more bread*! Eat it for *energy*. Eat it for *economy*. Eat it for *enjoyment*—the enjoyment that you get from *all* the good things that a baker bakes for you.



THE BAKERS OF AMERICA

who do your baking for you with the same high quality ingredients you would use, bake fresh daily with the same care you would take.



Sweet Rolls, Doughnuts and Coffee Cake are other good beginnings for an *energetic* day. Good ways to *pick up energy* between meals, too! Enjoy them often. And to *double your enjoyment*—to save a *burst* line and too, and trouble in the kitchen—*buy them baked*.

Copyright, American Bakers Association, 1949, Chicago

THE MOLOTOV MYSTERY

DID HE GET FIRED OR PROMOTED?
WORLD TRIES TO GUESS ANSWER

All that the world really knew was that something of immense importance had happened in Moscow. As calmly as though he were announcing a farm award or the death of a Politburo member a Moscow broadcaster said in two flat sentences that Foreign Minister Vyacheslav Molotov and Foreign Trade Minister Anastasi Mikoyan had been "released" from their jobs. Andrei Vishinsky, a man of gray and bitter grace, had succeeded flinty, ungraceful and lately unsuccessful Mr. Molotov. An obscure but not necessarily negligible bureaucrat by the name of M.A. Menshikov, who has served in the U.S., had replaced agile and successful Mr. Mikoyan. Both Molotov and Mikoyan seemed to have kept their seats in the Politburo and their status as deputy premiers. But the big story was—"Molotov is out." What did it mean? Nobody knew. Some of the guesses were:

Molotov had failed and so was fired in disgrace. His policy of tough expansion had suffered blow after Western blow—setbacks or stalemates in Italy, France, Germany; the Brussels alliance, ERP success and now the North Atlantic pact amounted to a major and dangerous defeat.

A softer policy is therefore to be substituted, and the more skillful and adept Vishinsky is the man to apply it.

A tougher policy is to come on the theory that it's now or never. As savage as he is skillful, Vishinsky is the man to "front" such a policy.

Molotov has been promoted, partly to help out ailing Joseph Stalin and partly to consolidate Russian energies for an intensified drive.

Overnight the guess that the world will have more rather than less of Molotov was made official by the British Foreign Office. Presumably on advices from its Moscow Embassy it gave out the impression that Stalin, sick and 69, is passing power to tough Mr. Molotov. If so, the next news may be that Vyacheslav Molotov is premier of the U.S.S.R.



MOLOTOV AND VISHINSKY were together at the 1946 Paris peace conference. Senator Vandenberg calls

Molotov "solemn, stern, imperturbable—and relentless"; Vishinsky, "vivid, eloquent . . . and ruthless."



THE LATEST PICTURE OF MEN WHO RULE RUSSIA, MADE IN JANUARY, HAS MOLOTOV AND MIKOYAN IN USUAL POLITBURO SEATS, ALONG WITH MALENKOV, BULGANIN

VISHINSKY IS A NEWCOMER COMPARED TO AN OLD BOLSHEVIK LIKE MOLOTOV

Many years of open-eyed loyalty to official Communism and its successive masters have gone into the making of Vyacheslav Molotov. As a revolutionary sprout in czarist Russia he joined up with the Bolsheviks who followed Nicolai Lenin and in young manhood was dignified by that saint of Communism with the accolade, "He is Russia's best filing clerk." While Andrei Vishinsky, a brilliant but at the time unperceptive lawyer, was still playing around with the



MOLOTOV IN 1912 was a Lenin disciple. Lenin knew Stalin, but neither relationship was as close as this official sketch suggests.



AT STALIN'S SIDE in the contest with Trotsky after Lenin died, Molotov by 1930 had become one of Russia's powerful men.



VISHINSKY EMERGED on the world stage in 1936 as prosecutor in Soviet purges and architect of the Soviet system of law.



MOLOTOV'S CHANCE at fame occurred in 1939 when he replaced Litvinov (right), signaling a policy shift.



POSTWAR ALLIANCE reached highest level of success at San Francisco U.N. conference in 1945. Here Molotov shares floor with Trygve Lie and glories in his transient popularity.



POTSDAM CONFERENCE brought Truman and Stalin together for the first time. Bargaining sharply, Molotov then laid groundwork for Soviet effort to win all Germany



GROMYKO'S WALKOUT from U.N. session in 1946 was one of first clear breaks in alliance. But four-power system survived despite increasing tensions.



AND BERIA, WHO ARE POSSIBLE CANDIDATES TO SUCCEED STALIN. WITH POLITBURO MEMBERS ARE SOVIET MARSHALS AND OTHER LEADERS OF COMMUNIST PARTY

rival Mensheviks. Molotov was participating in the Bolshevik Revolution of 1917. Vishinsky saved his neck by a belated conversion, but he has never quite overcome the handicap of his early contamination. Both men have shown equal devotion to Stalin. Yet Molotov, who at 59 is seven years Vishinsky's junior, has always kept the lead. He has been a member of the Politburo since 1926; Vishinsky has never been. During his eight years as Molotov's deputy, Vishin-

sky has never seemed to mind his subordinate role. He is suave; Molotov is rough. He enjoys the companionship of rival statesmen; Molotov repels it. But *Ce Soir*, a Communist paper in Paris, stated a more relevant point last week when it said that "... the peace [sic] policy of the Soviet Union is unshakable; it is not the personal policy of any one cabinet minister but is the product of the government of the Soviet Union and of the Soviet state itself."



PACT WITH HITLER was negotiated by Molotov in 1939, freeing Nazis to begin war with Poland attack.



WAR ALLIANCE began with German attack on Russia in 1941. Common struggle put Molotov beside Winston Churchill.



HULL AND MOLOTOV met in Moscow in 1943. In the same year Molotov secretly discussed an armistice with the Germans.



AT YALTA Molotov, Eden and Stettinius stood by while Big Three pledged "determination to maintain . . . unity of purpose."



AT PEACE CONFERENCE in Paris in 1946 the breach became apparent but still was not final. Here Molotov speaks with Bidault of France presiding.



BIG FOUR BUBBLE nearly burst at the Moscow conference in 1947. Here Mr. and Mrs. Vishinsky stand with Molotov and his wife, who once headed cosmetics trust.



BIG FOUR SMASH-UP occurred in London in December 1947. Molotov tried desperately to keep advantages of the Big Four system, but Secretary Marshall outsmarted him.

COMMUNISTS ARE LOSING SOME BATTLES IN THE WAR FOR WESTERN EUROPE

Two years ago, with the West fumbling badly, the Soviet political attack on Western Europe had seemed perilously close to success. Then the U.S. took the leadership in a counterattack and the Russians, reacting sharply to such local defeats as the loss of the Italian elections, began to blunder. In an effort to maintain absolutely rigid discipline over its satellites in eastern Europe, Moscow estranged Tito's strategic Yugoslavia. The Soviet blockade of Berlin, a risky gamble on Western "softness," became the great boomerang of 1948 as the U.S.

and Britain flew in hundreds of thousands of tons of food and coal. Meanwhile the Marshall Plan was bringing a genuine improvement in the economic health of Western Europe and a strengthened determination to resist Communist encroachment. The "Brussels powers" achieved the beginning of diplomatic and military union, and this year the embryo Atlantic Pact even attracted traditionally neutral Scandinavia.

Despite all this the Communists are still formidable. Their setbacks have not as yet diminished

the hard core of party strength, and in France they recently demonstrated with a widespread coal strike that they could seriously cripple ERP. Their current promise to support the Red Army if it enters their respective countries is no idle threat in a Europe ridden by the fear of that event. And Western statesmen are well aware that as they drive back Soviet power they force Moscow toward a fateful decision—whether to give up Western Europe or fight for it. The changes in Moscow, whatever they may portend, are connected with that decision.



DIPLOMATIC UNION, linking Britain, France and the Benelux countries, was formed at Brussels. Britain's Bevin (at microphone) speaks for Spaak, Bidault, Beck and Van Boetelaer.



IN ITALIAN ELECTION last year Communists made supreme bid, but Premier de Gasperi (above) led the anti-Reds to victory.



BERLIN AIRLIFT was dramatic and successful answer to Soviet effort to freeze Western powers out of city. U.S. prestige was enhanced throughout world by victory over the blockade.



THE MARSHALL PLAN, with its program for long-range recovery as well as for immediate aid, frustrated Soviet hopes to exploit misery in the war-ravaged Western European nations.



TITO'S REVOLT against Cominform dictation was serious blow to Russia, which demands rigid subservience from its satellites.



MILITARY UNION against possible Russian aggression was established with joint military command under Britain's Field Marshal Montgomery, shown here inspecting French troops.



PROMISES OF TREASON by French Communist Leader Maurice Thorez, who said Reds in France would support Russia in event of war, herald latest Communist effort to halt West.



ATLANTIC PACT became hammer blow at Reds when Foreign Minister Lange (right above, with Acheson) brought Norway in.



RUSSIANS SURRENDER in Frankfurt, leave headquarters of DP repatriation commission which General Lucius Clay had ordered out of U.S. zone. U.S. police had cut off water, lights.

ON INTERZONAL BORDER IN GERMANY
BREAK BETWEEN U.S. AND RUSSIA
EXTENDS TO RAIL AND PHONE LINES





"THE KILL," 20-year-old picture, shows hounds with fox. Foes of hunting revived it to prove the sport cruel.



ENEMIES in "blood sports" war, Rev. Colin Craven-Sands (*left*) charged Hunter G. W. Williams with "revolting cruelty" after Williams' hounds ran a fox to ground near the vicarage. Williams charged libel and won \$6,000.



HOUNDS AND HUNTERS PARADE THROUGH A KENT VILLAGE AS PART OF CAMPAIGN TO SAVE THEIR HUNTING

THE FOX LOSES FIRST ROUND

More articulate hunters score against bill to outlaw British sport

The posh, pink-coated English world of fox hunting was about ready to cry loudly "Whoo-whoop"—not to announce the death of a fox but to celebrate the death of reformers' efforts to kill its sport. For weeks all of England's hunters had been caught in the crisis, which had no precedent—unless perhaps on the legendary day when the Duke of Wellington's hounds and huntsmen were led by a fox into the camp of Napoleon. This time the enemy went to Parliament and introduced bills to abolish "blood sports." It was argued that hunting with hounds is cruel, a pastime of "drones" and "butterflies" which has no place in Labor's England.

The current trouble began because a country parson, the Rev. Colin Craven-Sands (*left*), charged that members of Four Burrow Hunt had displayed "revolting cruelty" toward a fox dug from a hole near his vicarage. For this criticism the master of fox hounds sued and won damages four times as great as the minister's annual salary. Many sympathetic people were contributing last week to a

fund to save the luckless parson from bankruptcy.

The aristocratic British Field Sports Society ran fox hounds through village streets (*above*), veteran hunters rallied in hunting garb (*opposite*) and farmers—whose hens are killed by foxes—carried the battle to London. The Labor party was embarrassed knowing the power of the rural vote. In Parliament late in February, Commons voted 214 to 101 against a bill which would have abolished deer, otter, hare and badger hunting. The bill to prohibit fox hunting comes up late in March, but the hunting fraternity's first decisive victory convinced most Englishmen that the fox hunters too would win out.

What neither reformers nor hunters admitted is that the fox is often smarter than either hunters or hounds. Two seasons ago half the hounds of the Berkeley Hunt ran headlong over a 100-foot cliff and were killed, while the fox escaped. Last year in another hunt 15 fine hounds in full cry, including a \$600 bitch, plunged into a Cornwall mine shaft and were drowned while the fox made his getaway.

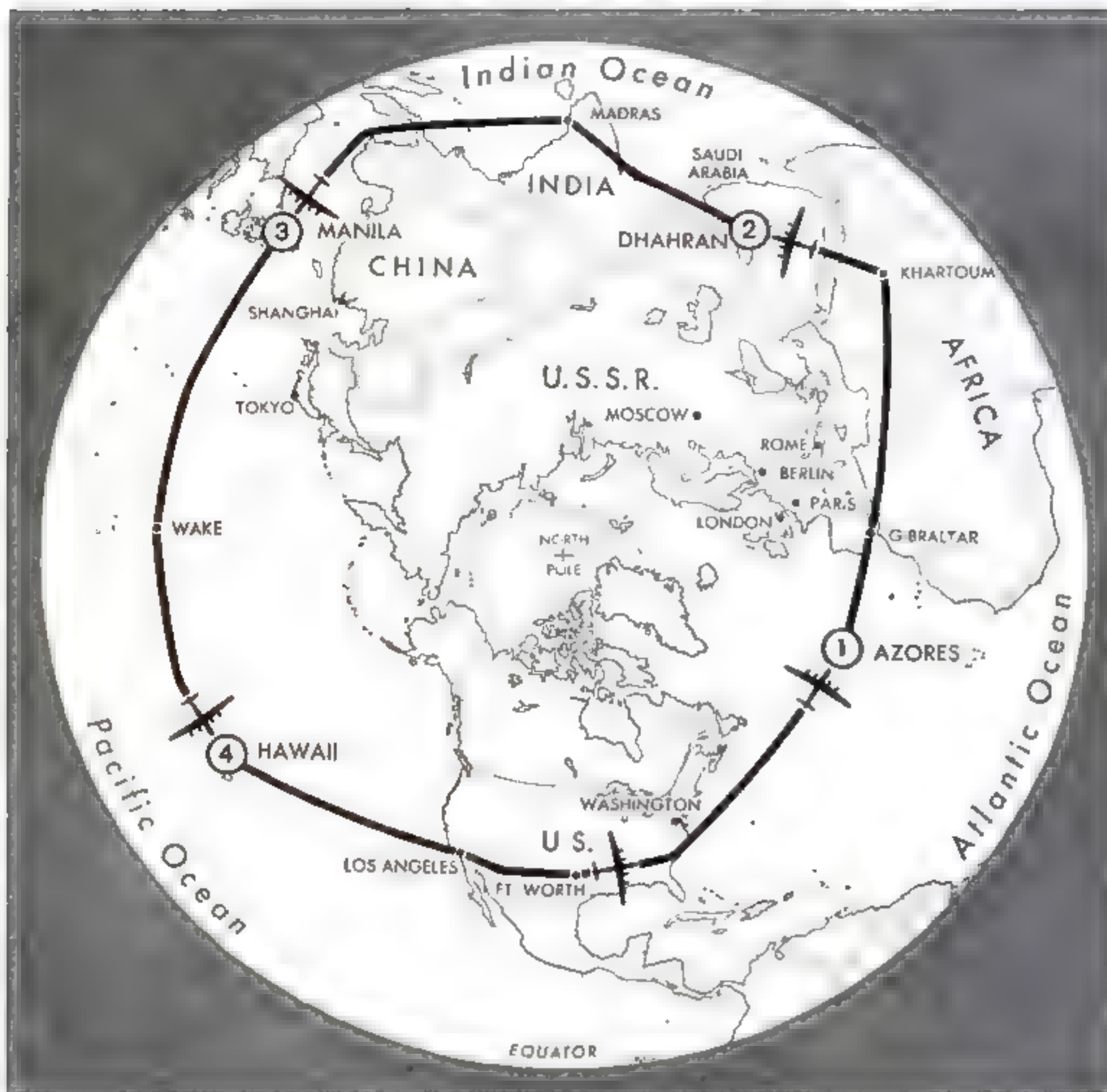


ORGANIZED FARMERS parade through London to protest against reformers' efforts to outlaw their hunting.



EMBATTLED HUNTERS of the Crowhurst Otterhounds rally in sporting garb at Otter, Surrey to deny they are "sadists in fancy dress." Group includes Master of Hounds

Sidney Varndell, 76, his 83-year old wife (left) and a determined neighbor, Mrs. G. W. Lack. Varndell's staff has more than 1,000 notches, each one indicating an otter killed.



"THE LADY'S" ROUTE is shown on the map. Flying east, she refueled at the points indicated by numbers. She

skirted Russia but never went south of equator. Her mileage was 1,450 miles less than circumference at equator.

FLIGHT OF "THE LADY"

A bomber refuels in air to make first nonstop trip around the world

It was just after noon on Feb. 26, and scarcely a dozen onlookers at Fort Worth's Carswell Air Base noticed when a B-50 roared down the runway and into the raw, overcast sky. She was a gaudy thing, with a yellow stripe around her middle, a diamond design on her tail, the name *Lucky Lady II* in big letters on her silver nose. But to those who saw her go, she was just another bomber on a weekend training flight to some destination unknown to them.

But *The Lady* kept going, out over the Atlantic, into a sparkling red sunrise over the Azores, through a clear night while the North African desert rolled beneath her, across India, the Philippines, the Pacific and, through a howling storm, over the West Coast. After 94 hours and 23,452 miles she reached her destination: Fort Worth again.

But as she landed all the big brass of the Air Force was there (top right), along with the press. The reason for the fuss: *The Lady* was the first plane to go around the world nonstop.

She had done this by refueling in mid-air. At the Azores, Dhahran, Manila and Hawaii (above), B-29 "tankers" climbed to meet *The Lady* on her course, fill her with gasoline and send her on her way. While her crew grew fatigued and, as the end neared, excited, *The Lady* droned on without a sputter. One pilot wrote a giddy sentence in the log: "This is one sweet airplane." *The Lady* flew on to make history.

She did a lot more than that. She delighted the Air Force, of course, which now claimed to be able to deliver a bomb—any bomb—anywhere on earth and return. The press was not universally pleased, especially at the secrecy that shrouded the flight. The Air Force explained that it did not want to announce anything before it was successful, that one plane failed before *The Lady* made it. Furthermore, repeated announcements and failure would have caused international embarrassment. One obvious explanation was the intraservice feud. There was a rumor that the Navy was planning such a flight, with carriers instead of tankers, and the Air Force wanted to do it first. While some observers complained that the expense of the flight and the loss of a tanker with 9 men over the Philippines was not worth it, some Congressmen immediately urged a 70-group Air Force instead of the 48 groups in the budget. And answering a question about how many bomber-and-tanker fleets the U.S. could use in one mission, Air Force General Curtis LeMay said candidly, "As many as Congress is willing to provide."

But *The Lady's* most important accomplishment was the obvious effect of this feat on all the world, including Russia. In the nonshooting war a bold stroke had suddenly been achieved by the gaudy *Lady* that rested last week on the runway at Fort Worth, her cooling engines dripping black puddles of dirty oil.



NAVIGATOR Glenn Hacker is tired at halfway mark. Pictures during the flight were taken by a crew member.



FLIGHT ENGINEERS Virgil Young and Robert Davis watch panel anxiously as *The Lady* drones eastward.



GUNNER Melvin Davis smokes cigaret beside his post. The plane's machine guns were plugged up for this flight.



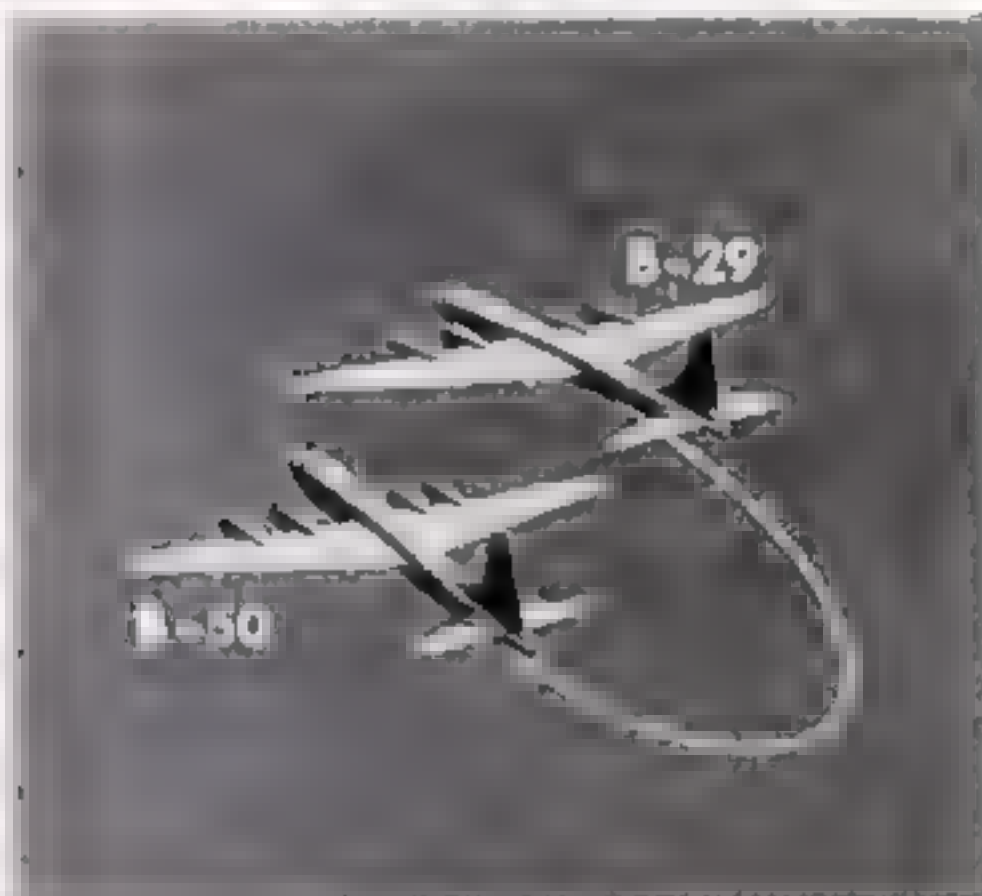
RADAR OFFICER Roland Bonner checks constantly. At Dhahran *Lady* contacted tankers by radar in storm.



REFUELING is shown in these drawings. As B-50 drags weighted hawser, tanker comes in lower, fires contact line.



CONTACT IS MADE as tanker hauls in B-50's hawser with a special hook and starts to reel out heavier fuel line.



GAS FLOWS through fuel line after tanker has climbed above the B-50. *The Lady* used two tankerfuls each time.



CONTACT IS BROKEN as tanker hauls in fuel line and makes quick turn to snap hawser at special "weak point."



CONGRATULATIONS (above) are offered a few moments after the landing by Air Force Secretary Symington to crew captain (James Gallagher, rear) while crew lines up. Below, *The Lady* tests retaining before the flight.

ton to crew captain (James Gallagher, rear) while crew lines up. Below, *The Lady* tests retaining before the flight.





MEDIATOR RALPH J. BUNCHE AT HIS U.N. DESK

A U.S. NEGRO MAKES PEACE IN HOLY LAND

In the three weeks just past new and dramatic history was made in an ancient cradle of history. The fledgling state of Israel, at war with the Arab world since its inception, signed an armistice—though not a peace treaty—with its most belligerent enemy, Egypt, and began armistice talks with Trans-Jordan. In Jerusalem the Israelis inaugurated their first president, Dr. Chaim Weizmann, and near that city they celebrated their desert victories (*opposite*). It was a proud month for the Jews, homeless for 2,000 years, and it was a proud month, too, for U.N. Mediator Ralph J. Bunche (*above*).

More than any other man the light-skinned Dr. Bunche—grandson of an African slave—deserved credit for ending the war in the Holy Land. As successor to the martyred Count Folke Bernadotte in the thorny job of U.N. mediator, he had brought the enemies together and then had cajoled, nagged and soft-talked them into agreement. In the island of Rhodes, where the Israeli-Egyptian armistice was signed, Bunche heard Israel's Walter Eytan praise the mediator's "superhuman labors." He heard Egypt's Seif ed-Din (the Sword of God) call him "one of the world's greatest men." This was a far cry from the day 10 years ago when Bunche was run out of a small Alabama town for asking uppity questions about the conditions of U.S. Negro life.

When Bunche was appointed as Bernadotte's assistant on the Palestine commission, few Americans had ever heard of him. But in government circles he already had a formidable reputation. The U.N. borrowed him in 1946 from the U.S. State Department to head up U.N.'s Trusteeship Division. At State he was the first Negro ever to serve as acting chief of a major office, and before that he established himself as a leading U.S. expert on colonial affairs. Orphaned at 12, Bunche worked his way through U.C.L.A. (where he starred in basketball and baseball), then went on to study at Harvard and in London and South Africa. Since 1941 he has been on loan from his regular job—head of Howard University's political science department.

At 44 Bunche is a tireless worker. He drinks a little, smokes constantly but does not inhale and likes to play billiards. He still wears a bandage around one knee—souvenir of a college football scrimmage. In 1947 Dr. Bunche moved his family from Washington (where the Bunches were once denied admission to the "whites only" National Theater) to Jamaica, N.Y. There Ruth Harris Bunche, whom he married in 1930, and their 5-year-old son Ralph Jr. hold the home fort during his U.N. absences. Two daughters, Joan 17, and Jane, 15, are away at boarding school.

On the bookcase in the Bunches' comfortable Long Island apartment is a picture inscribed: "To Ralph with deepest gratitude for your devotion and loyalty—Folke Bernadotte." Bunche and Bernadotte became very close friends although they had never met before the count was appointed U.N. Palestine mediator in the spring of 1948. At first Bunche was a little uncertain as to just how the American-born Countess Bernadotte would react to a Negro. He need not have been alarmed. Last December, after the count's tragic murder in Jerusalem, Countess Bernadotte spent the Christmas holidays with the Bunche family.



ISRAEL'S TRIUMPH was celebrated near Jerusalem by Israeli army veterans on the hilly site of one of the war's bitter battles. Under blue and white Israeli flags on the hill's



crest, Jewish veterans and survivors of veterans stand among the rocks where each is to plant a seedling tree, observing Palestine's annual 'New Year for Trees.' Similar tree-

planting ceremonies were held on many other battlefields. Their postwar purpose is to create a living and growing memorial to be known as the 'Woodland of the Defenders.'

JOE LOUIS, PROMOTER

HE WILL NEED 24-HOUR VIGILANCE IN HIS NEW ENTERPRISE

Last week Joe Louis put his retirement as heavyweight champion of the world into the finality of a written statement. While he may or may not have been as great a champion as the Jack Dempsey of 1920, Louis held the title for a longer period than any other heavyweight. His reign lasted for almost 12 years, he defended his title 25 times, which set a record, and he earned some \$4.5 million, or more than any other boxer in the history of the ring. These are impressive statistics, but they are not what makes Joe Louis the towering figure he has come to be. Negroes had had great successes in the prize ring before him. Some of them were gentlemen, some of them were not. It remained for Joe Louis to turn the instinctively gentlemanly act into something that brought all manner of good to his race.

The color bars have been falling fast since Joe Louis first became champion by knocking out Jim Braddock in 1937. Since that time Negroes have cracked the baseball major leagues and Levi Jackson has become football captain at Yale. If Joe Louis had been a roistering good-time Charley like Negro Heavyweight Jack Johnson before him this might never have happened. But Louis' example has helped the Negro even outside the world of sport. Dr. Ralph Bunche has become U.N. mediator for Palestine. Recently a colored undergraduate was chosen Queen of the Winter Carnival at Mc-

Gill University. Negroes have been appointed to police forces and to post-office jobs all over the North. They owe much of their opportunity and prestige as public servants to Louis.

Joe has never been loquacious but his own story, which appeared in *LIFE* (Nov. 8 and 15), abounds in significant testimony to the sort of conduct that will someday make "race relations" an archaic phrase. Louis played unself-consciously with white kids in Alabama before moving North to Detroit at the age of 12. As an amateur boxer in Detroit he wasn't particularly conscious of the race issue. The fortunate circumstances of Louis' growth meant that he never had to carry a defensive chip on his shoulder. The only man he ever wanted to "get even" with was Max Schmeling, the Nazi heavyweight who knocked him out on their first ring meeting. Schmeling allegedly made some nasty cracks about the "superiority" of the "master race," whereupon Louis went into strict training and knocked the German cold the second time around. Later, when in the U.S. Army, Louis met up with the American Jim Crow version of the Nazi attitude for the first time. He insisted on his rights as a citizen soldier with simple dignity; his polite but unyielding behavior helped force an issue that enabled more than a few Negroes to become officers.

The most impressive thing about Joe Louis' career, however, is the kindness he encoun-

tered among Negroes. His managers, John Roxborough and Julian Black, were genuinely helpful long before they really knew they had a gold mine in their young protégé. His trainer, "Chappie" Blackburn, was practically a father to him. None of them ever used Joe for a good thing. After Joe was established as the coming man in the heavyweight division, white mobsters tried to move in on him for a piece of his future earnings. But Roxborough said "No" and made it stick.

Louis has coupled his retirement statement with the announcement that he intends to enter the fight-promotion business with James D. Norris and Arthur M. Wirtz, a couple of Chicago millionaires. There have been whispers that Louis, in tying up with Norris and Wirtz, is not showing proper gratitude to "Uncle Mike" Jacobs, whose 20th Century Sporting Club staged all the big Louis fights. But Louis gave Uncle Mike first option on his services as a promoter-personality and was turned down. Under the circumstances Louis doesn't owe anything to anybody. In wishing him well in his new career we have only one caveat: "Watch out for the mobsters who tried to get a piece of you once before." The fight racket can stand some of the elevation which Louis has brought to the conduct of his own life, but the price of virtue in Louis' new sphere is a vigilance that never sleeps.

THE NEGRO PROBLEM

MR. JONES'S DUBIOUS "SOLUTION" SUGGESTS A REAL REMEDY

President Truman's federal civil rights program continues to anger the South, and senators from Texas and Georgia are threatening to filibuster from now to doomsday to keep it from coming to a vote. *LIFE* is for the civil rights program, and for a cloture on all filibustering talk if two thirds of the Senate wishes to invoke it. However the civil rights program, if taken alone, will hardly lift the status of the Negro, whose main problem as a minority is rooted in economics.

What can be done to lift Negro levels of living and so lessen the tensions of Negro life in the U.S.? Elsewhere in this issue Sam Jones, former governor of Louisiana, offers a "solution" for the Negro economic problem, which is based on what he calls a "rational adaptation of Northern ideas as they have been presented for two decades." The idea advanced by Mr. Jones is simple: let the Negro be scattered throughout the 48 states in proportion to the population, and let him be entitled by law to 10% of the jobs in any industry for which he is qualified. This would diminish both segregation and discrimination and be in strict working conformity with the idea that the Negro problem must be solved on a federal basis.

If it is meant to be taken literally, *LIFE* cannot endorse Mr. Jones's proposition, for the idea of the American system is that a man should be judged on his merits, not on his membership in a percentage category. If Negroes, or any other minority, have the requisite abili-

ties or talents, they have a right to aspire to 30%, 50% or even 100% of the jobs in any given field. America, it should be stated over and over again, is almost by definition the land of the individual, not the land of class enclaves or percentage categories. This is not to say that every individual in the U.S. is in point of fact accorded the full measure of his rights. It is only to say that the proportional representation approach to opportunity is not in the American tradition as it was laid down in the state papers of Mr. Thomas Jefferson, who did not put a percentage ceiling on aspiration.

Taken as a purely voluntary and temporary working direction, however, Mr. Jones's percentage approach offers certain advantages. As long as Negroes have only a fraction of 1% of the jobs in any given field, the 10% goal is not going to act as a ceiling on ability. As a matter of fact what ex-Governor Jones urges on us as a policy for the future is already the working direction of the present in many industries. No organization has collected many recent statistics relating to patterns of Negro employment, but a federal census taken in Greater New York for the Urban League covering 1947 offers some revealing information. In 1940 only 3% of New York's working Negro women were employed in clerical and sales jobs. In 1947 the 3% had risen to 13%. Macy's, Gimbel's, Saks-34th Street, Safeway Stores and the Dry Dock Savings bank are all employing Negro clerical or sales help. In 1940,

64% of the employed Negro women in New York were engaged in domestic service. In 1947 the figure had dropped to 36%. Although he is still pretty much caged in his Harlem living quarters, the Negro in New York has been finding more and more good jobs available throughout the city.

Elsewhere in the nation the Negro's status is shifting slowly but significantly. In 26 operations of the International Harvester Company the figure for Negro employment is 11.8% of the whole. Fowler McCormick, chairman of the board of International Harvester, has thus gone ex-Governor Jones 1.8% better! In Connecticut the Hartford insurance companies have instituted a policy of hiring Negroes as office workers. Bell Telephone Company in Chicago has done the same. Even in the South, Negro job opportunities tend to broaden, and Southern lynchers of Negroes do get arrested and even convicted.

Ex-Governor Jones probably does not wish to be taken literally. Nevertheless he has put his finger on the real Negro problem, which is that of economic opportunity. If the Negro is to be freed politically merely to go North and huddle in a ghetto on the proceeds of menial jobs, the basic aspirations of the U.S. must continue to be a mockery. If more U.S. employers were to emulate Fowler McCormick and go ex-Governor Jones 1.8% better, neither federal nor state action to solve the Negro "problem" would be needed.



Just as sure as you like Chicken...
you'll like *Campbell's* CHICKEN SOUP



CHICKEN The delicious taste of chicken fills the golden gleaming broth. Your every sip says "Mmm, chicken!"

CHICKEN The fluffy rice that makes this chicken soup so extra nourishing is steeped in the chicken broth.

CHICKEN Tender pieces of chicken, both white meat and dark, are measured in with a generous hand.

21 KINDS TO CHOOSE FROM: Asparagus • Bean with Bacon • Beef • Beef Noodle • Black Bean • Bouillon • Cream of Celery (near!) • Chicken with Rice • Cream of Chicken (near!) • Chicken Gumbo • Chicken Noodle • Consommé • Clam Chowder • Cream of Mushroom • Ox Tail • Green Pea • Pepper Pot • Scotch Broth • Tomato • Vegetable • Vegetarian • Vegetable • Vegetable-Beef.

NEW CHEVR



AN ENTIRELY NEW MODEL LEADS THE CHEVROLET PARADE FOR '40
THE "FLEETLINE" FOUR DOOR SEDAN WITH BODY BY FISHER

The most Beautiful

First for Quality at Lowest Cost New Leader-Line Design • New Beauty-Leader Bodies by Fisher • New and ultra-fine color harmonies, fixtures and fabrics • New Super-Size Interiors with "Five-Foot Seats" and plenty of head, leg and elbowroom • New Panoramic Visibility with wider, curved windshield and more window area all-round • New Center-Point Design including Center-Point Steering, Lower Center of Gravity, Center Point Seating and Center-Point Rear Suspension • World's Champion Valve-in-Head Engine for outstanding power, acceleration, smoothness and economy • New Certi-Safe Hydraulic Brakes • Extra-Strong Fisher Unisteel Body-Construction • Extra-Smooth, Extra Safe Utilized Knee-Action Ride.

CHEVROLET FOR '49



BUY *of all!*



CHEVROLET and General Motors designers have given this beautiful new Chevrolet for 1949 bodies that are true masterpieces of line and contour, roominess and comfort, visibility and safety, not even approached by any but higher-priced cars.

Chevrolet engineers have endowed them with New Center-Point Design, including Center-

Point Steering and Center Point Seating, to give that inner degree of driving and riding ease usually associated only with more expensive cars . . . powerised them with world's champion Valve-in-Head engines which deliver a unique combination of performance, economy and dependability, . . . and provided them with safety factor after safety factor to assure the maximum

measure of protection for you and your family.

See this new Chevrolet for 1949 and we believe you'll agree it's *the most beautiful buy of all*, from every point of view and on every point of value . . . because it alone brings you so many features of highest priced cars at the *lowest* prices and with such surprisingly low cost of operation and upkeep!

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

A M E R I C A ' S C H O I C E F O R 1 8 Y E A R S



Wouldn't you rather
drink Four Roses?

Fine Blended Whiskey. 90.5 proof. 60% grain neutral spirits.
Frankfort Distillers Corporation, New York, N. Y.

PEOPLE

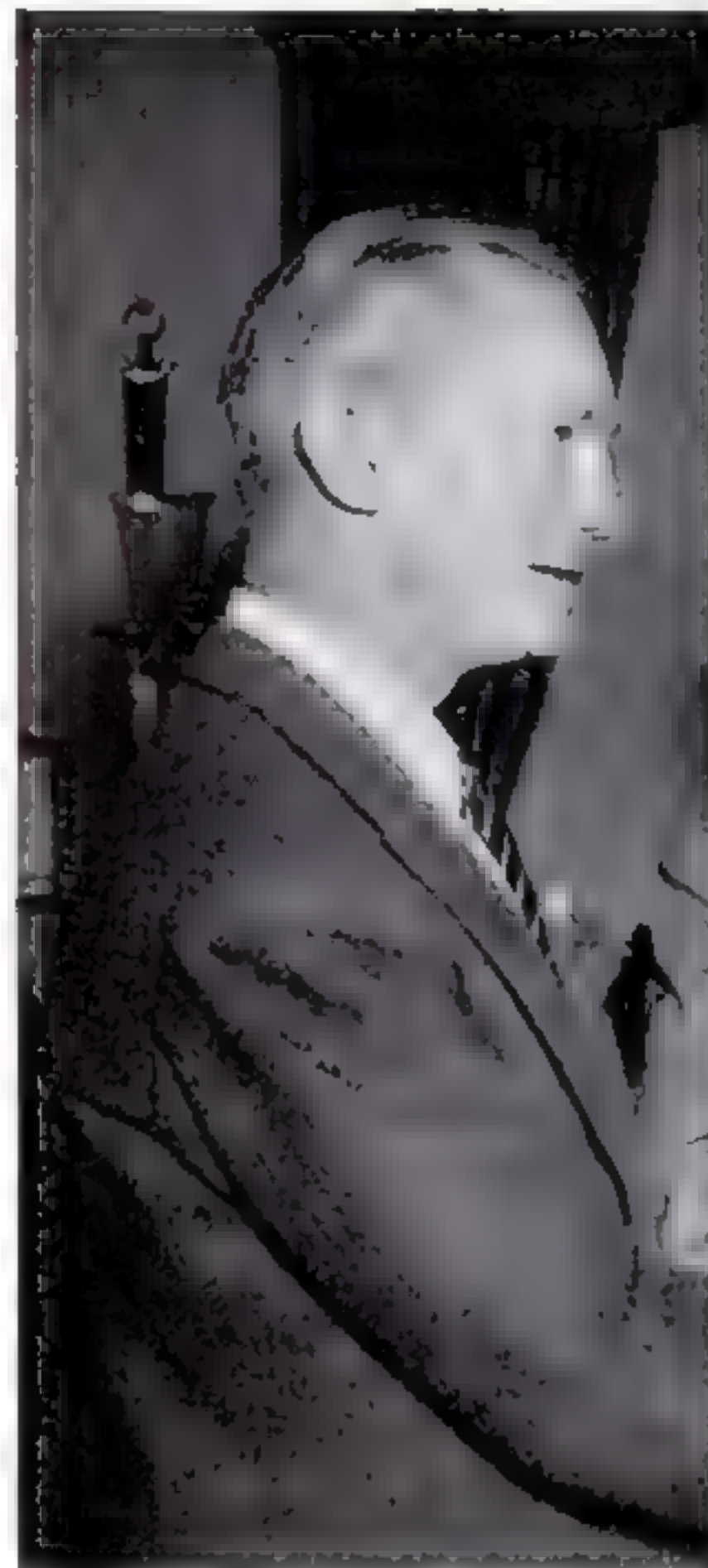
NEW YORK'S CARDINAL SPELLMAN DEFIES STRIKING GRAVEDIGGERS

For nearly two months the gravediggers had been on strike for more pay. More than 1,000 bodies lay in tarpaulin-covered caskets awaiting burial in New York's Calvary and Gate of Heaven cemeteries. Righteously indignant, Francis Cardinal Spellman announced that the two cemeteries, operated by St. Patrick's Cathedral, are nonprofit religious enterprises and should not be subject to harassment by a union local with "Red affiliations." Furthermore he proposed to lead 100 students from St. Joseph's Seminary to Calvary to dig the badly needed graves. For three days last week Cardinal Spellman did just that (*right*). On the first day the seminarians dug 90 graves, planned to keep digging as long as the strike lasted. And since 1,005 of the 1,400 C.I.O. United Cemetery Workers are Catholics, most of the strikers were faced with a hard choice between allegiance to their union and their Church. Said the cardinal, "This has been the most important thing which I have had to do in the 10 years I have been in New York." The union answered by calling a meeting at which the members rose and swore they were not Communists, passed a resolution condemning "union-busting tactics in any employer, including the Catholic Church."



TRUMAN HAS A NEW DEFENSE SECRETARY

The inevitable happened last week—and by mutual consent Jim Forrestal (left) resigned from the Truman Cabinet. His successor will be Louis A. Johnson (right), a lawyer-politician who has always wanted to head the defense establishment and earned the right, according to some lights, by collecting \$1.5 million for the Truman campaign. Washington observers figured that Johnson would never attain Forrestal's intellectual stature but hopefully recalled that he had done a fine job of preparedness as Assistant Secretary of War in 1938-40.



An instant success!

● It's the instant coffee America has been waiting for! You make it right in the cup... exactly the strength you like best—just the amount you want.

And there's no pot to wash... no messy grounds to get rid of... and no waiting! Costs about a penny and there's no waste. Compare it for quality with any coffee made any way. Get your jar of Instant Chase & Sanborn today!

Chase & Sanborn Instant Coffee Product

MADE BY THE MAKERS OF FAMOUS CHASE & SANBORN COFFEE
Fine Coffee Merchants since 1864





GENERAL CHENNAULT HAS NEW DAUGHTER

In Canton, Major General Claire Chennault, 58, the Flying Tiger man, added to the family album the first photograph of his daughter, Anna Claire, born Feb. 8 to the young Chinese wife he married in 1947. The general, whose outspoken China memoirs, *Ways of a Fighter*, also made its first appearance recently, is now a refugee from the Chinese civil war zone. He removed the headquarters of his Chinese airline, Civil Air Transport, to Canton at the time of the retreat of the Nationalist government which he has so long attempted to assist.

CONTINUED ON NEXT PAGE

SALON-SAFE FOR "PROBLEM" HAIR SALON-SMART FOR EVERY HEAD

When your hair is that soft, fine kind, you want a home permanent that really *pampers* your hair!

With the new, improved Richard Hudnut Home Permanent you can be sure of lovely, safe, gentle "salon-type" results. That's because you use the same sort of preparations...even the same improved cold wave process found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, *cream* waving lotion. No worry about being able to do a good job.

If you can roll your hair on curlers, you'll manage beautifully!

There isn't a more luxurious, softer, more natural-looking home wave for *any* head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, *natural-looking*.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross-section of Hudnut Home Permanent users recently surveyed by an independent research organization.

A word for Advertising by the Journal of the American Medical Association.

New! Improved! Richard Hudnut Home Permanent





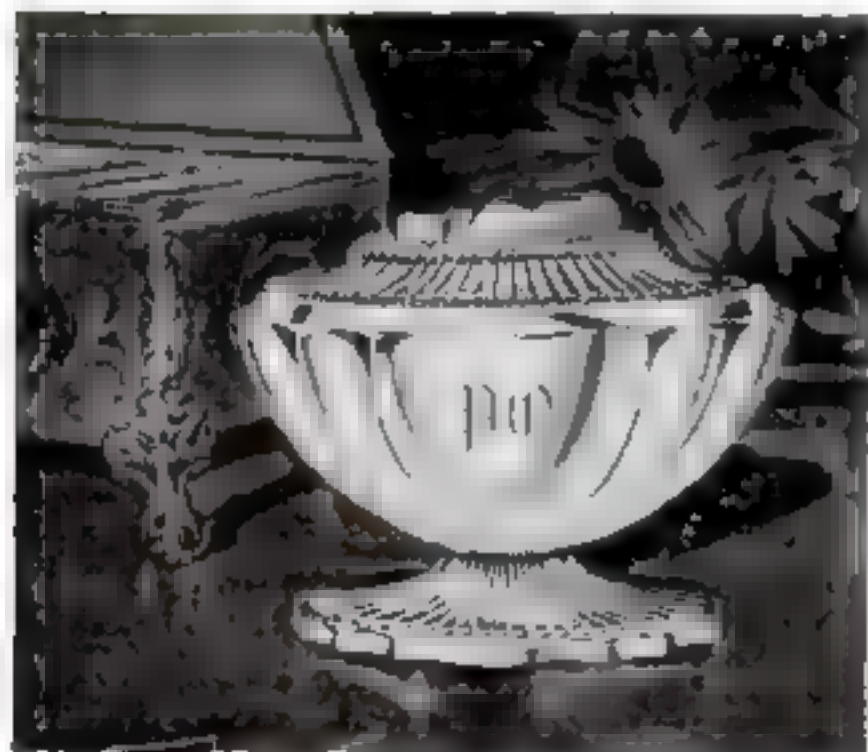
Pat O'Brien
starring in "The Boy with Green Hair,"
on R. K. O. Radio Picture

P. O'B. loves A·S·R

Pat O'Brien says: "I fall for no blarney! Things either click with me, or I pass 'em up! That's why I go for my A·S·R Lighter! It clicks with me—and for me—every time!"

Click! On goes the light! That's A·S·R's exclusive 'light switch' action! Stays lit—you can pass the light without passing your thumb!

Click! Light after light! Goes for weeks without a drink—and refilling's simple as pouring coffee! Each handsome A·S·R lighter is guaranteed.



ASR "Classic." A sophisticated touch for any table. Rhodium finish. Resists tarnish. Can be machine engraved. \$12.50, No Fed. Tax.



ASR Pocket Lighter in Platinum derived Rhodium finish. \$7.50. No Fed. Tax. Also in leathers, sterling and gold, \$9.00 to \$200.00.

Use Boone Flints in your A·S·R Lighter

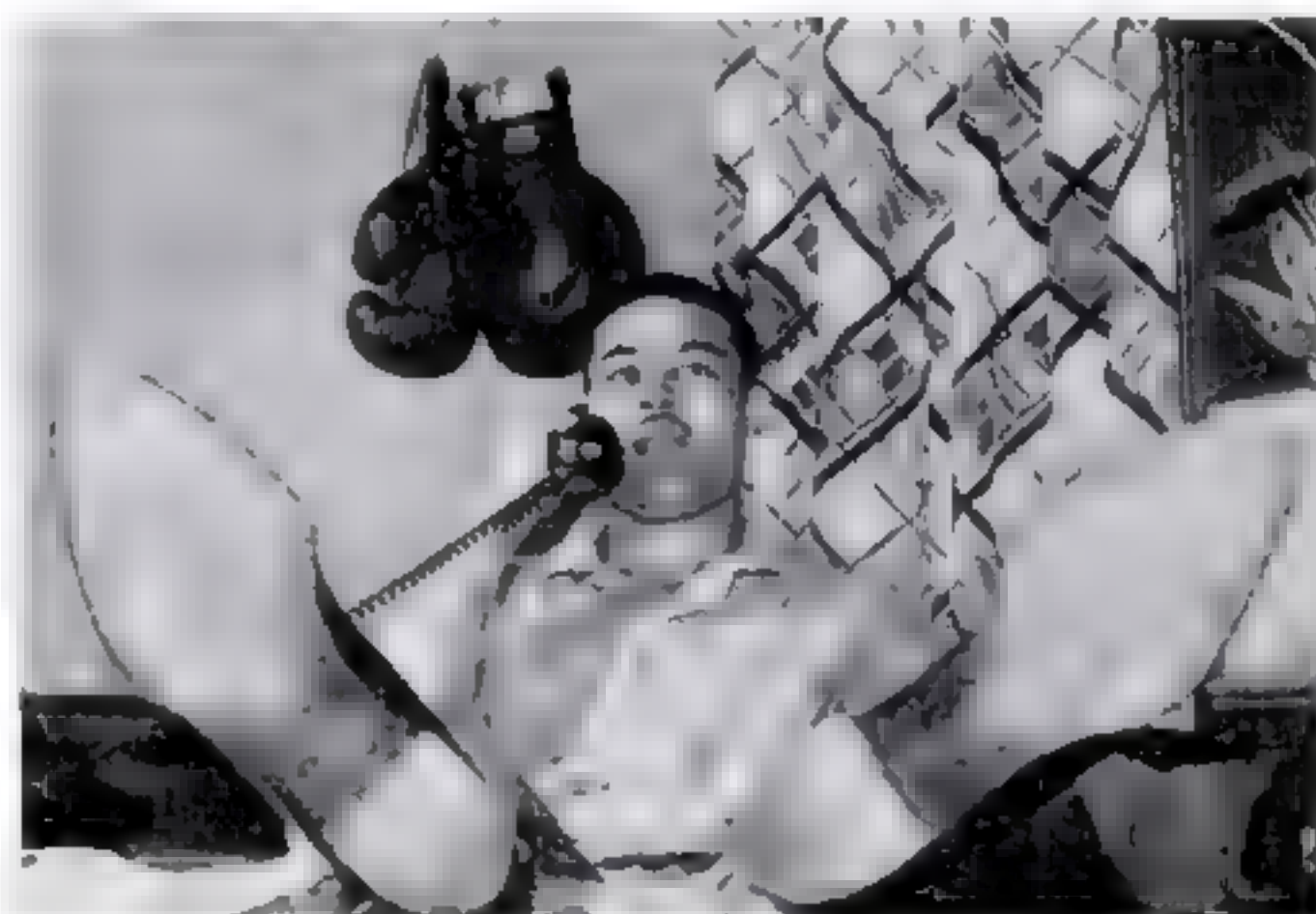
A·S·R lighter

An A·S·R Product—Lighter Div., A·S·R Corp., B'klyn 1, N. Y.



QUESTION POPPER

Edith Miller, 32, a red-haired representative from Idaho's Ada County, was speaking on the floor of the legislature at Boise last week. Up rose E.A. Snow, 35, representative from Adams County, who asked, "Will the lady from Ada yield to a question?" The lady would. The question: "Will the lady from Ada be willing to marry me?" Flustered, Miss Miller retired for thought, finally returned, got the floor and replied, "After due and serious consideration, I accept the proposal."



JOE LOUIS, PROMOTER

In Miami, Joe Louis, getting old and fat as fighters go, hung up his plum-colored gloves, stuck his feet on a desk and announced that he was retiring as heavyweight champion. "[My title] meant so much to me I really hated to give it up," said Joe. But now instead of risking the inevitable knockout he will promote fights in company with two Midwest millionaires.

IT'S STOLEN



AMERICA'S HEART

"How soon can I get one?"

That's the first question everyone asks when he sees the new Nash Airflyte.

Everything else is so obvious!

In Nash and Nash alone, you see one clean sweep from bullet nose to tear-drop tail.

In Nash and Nash alone, you find the room you've always wanted—the headroom, leg-room, luggage room—seats so wide they can turn into Twin Beds.

In Nash and Nash alone, you ride in the super safety of the Girder-Built Unitized Body and Frame—swung low and pillowed by huge coil springs on all four wheels.

In Nash and Nash alone, you enjoy Cockpit Control and the Uniscope . . . and a great undivided windshield curving around you.

In Nash and Nash alone, you breathe ever-fresh air, warmed automatically by the Weather Eye.

In Nash and Nash alone, you drive the world's first engines with Uniflo-Jet Carburetion—more than 25 miles to the gallon at average highway speed in the big Nash "600."

Ride this new Nash Airflyte just once and you'll find your heart, too, belongs to Nash. Two Series for 1949, the Nash "600" and Nash Ambassador. *And for America's most luxuriously-styled cars, see the new Airflyte Custom Models!*

World's First Car with Cockpit

Control and the Uniscope!

Airplane-Type Seats! Uniflo-Jet

Carburetion! Girder-Built

Unitized Body and Frame!

Nash
Airflyte

GREAT CARS SINCE 1902

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Michigan



One...two... Here's what to do—

This photograph shows Cheese Delight ready for your oven. It's a perfect introduction to Hunt's Tomato Sauce—if you haven't already met the handiest cooking ingredient that's come along in years! Get Hunt's at your grocer's for a few cents a can. And try this recipe:



Cheese Delight
 3 eggs, slightly beaten 1 cup milk
 2 cans Hunt's Tomato Sauce
 1 teaspoon salt ¼ teaspoon pepper
 8 slices day-old bread
 ½ lb. American cheese, grated

Mix eggs, Hunt's Tomato Sauce, milk and seasonings. Arrange alternate layers of bread, cheese, and sauce in greased 9-inch square pan. Place in pan of hot water. Bake in slow oven (325°F.) for 50 minutes or until a knife inserted in center comes out clean. Makes 4 servings.

Hunt—for the best
 Hunt Foods, Inc., Los Angeles, Calif.

Three...four... It tastes like more!

See how Cheese Delight puffs up nice and light in your oven. Ummm! Wait till your family tastes the heavenly combination of tomato sauce and cheese...

Hunt's Tomato Sauce is so rich and flavorful. It's already *kettle-summered* for you, with fine spices and seasonings. It's a bargain for a few cents a can! So keep Hunt's on hand. Add it to your stews, spaghetti sauce, meat loaf, gravies. And cook it with rice, eggs, fish, soups, left-overs. Get several cans right away!



The wonderful
cooking sauce from
California

BILLBOARD LOVE

The Germans find a forthright ad can bring balm to a lonely heart

In Berlin not long ago a pert, dark-eyed frau-lein called Gisela Mahler felt a loneliness she could not bear. But Gisela did not sit and brood. Instead she paid 75 pfennigs (about 23¢) to place an advertisement on one of the billboards (right) which line the gutted streets of German cities. The ad read, "Everything with me is all right except that I can't bear to be lonely. . . . I need the 'you.' Is there any man who feels as I do? . . . Must I wait long?" Gisela did not have to wait long. Within a few days she had 59 letters, and soon she was happily if illicitly settled in a small apartment with Gunther Lang, a handsome young law student.

Gisela is only one of many German women who have resorted to billboard advertising to find a mate (and sometimes a marriage partner). The ads are not unlike the "personals" once prevalent in U.S. newspapers, but they are a good deal less equivocal. One girl advertised, "22-year-old frau-lein, shapely, blonde, brown eyes. Wants to spend weekends with wealthy businessman or high official." Another wrote, "Good-looking, lively 26-year-old widow with cozy apartment. Seeks lonely younger man to occupy evenings." Men also advertise, usually in a frank quest for adventure: "Unmarried gentleman wants acquaintance with nice young lady who can say yes to life. Purpose: enrichment of weekends in romantically situated weekend house near Frankfurt."

There are several explanations for this market-like approach to love in today's Germany. Because of war losses women outnumber men 166 to 100. Many women are not only lonely but poor—and, with the German businessmen again making some money, the frauleins are turning away from the unreliable GIs. When they place an advertisement they may hope for marriage, but they usually will settle for less. And when a man invites company for a vacation trip to Bavaria (as one did recently), few underfed German girls can resist the lure.



IN DOWNTOWN SECTION OF FRANKFURT THREE GERMANS STUDY THE "LOVE WANTED" ADS ON A BILLBOARD

Sekretärin

gutaussehend, dunkelblond, vielseitig interessiert, flüchtig Herrenbekanntschaft bis Ende des zwedten Freizeits. Haltung Bildungsgebot von mir gut aussehenden Herren unter

HW 5555 WD

Hallo! Hallo!

22-jähr. lebhaftes Mädchen

Mabel

Wünscht sich einen wirklichen Ski-Kameraden

HW

Jünger

MANN

im Alter von 21. 3. 1. 70 gr. gutes Aussehen, in guter Position sucht junges Mädchen im Alter v. 18-20 J. zw. Freizeitgestaltung u. Gedankenaustausch

Mädchen

im Alter v. 18-20 J. zw. Freizeitgestaltung u. Gedankenaustausch

Kennen zu lernen.

Zufchr. m. Bild erbeten u. Off. 7. 3204

Jünger

Mann

23 Jahre Bauhandwerker eltern- u. namahes nicht die Bekanntschaft einer jungen Frau ab Fräulein bis zu 35 Jahren. Witwe mit Kind nicht ausgeschlossen

HW 5681

Älterer

Witwe

45 J. 1.60m gutaussehend, mit guter Vergangenheit u. eig. Wohnung, kinderlos, verheiratet nicht

Herrn

mit gutem Gemüt und Charakter, in der Position, 45 Jahre alt, 1.60m, 65 kg, 2. Kinder, 2. Kinder, 2. Kinder

HW 5660

Fräulein

21 Jahre, 1.57 m, gutaussehend, berufstätig, sucht auf diesem Wege ihr Glück. Herren, denen an einer guten Lebenslage gelegen ist, ist auch von Antwort gebeten

HW 5234

Fräulein

22 Jhr. Lehrerin, 1.60m, 55 kg, die Bekanntschaft eines jungen Herrn, der sich für eine schöne Witwe, für einen Mann u. eine Frau, der eine gute Lebenslage hat, ist auch von Antwort gebeten

HW 5228

THE LOVE MARKET finds female advertisers outnumbering males. In the panel at the left a "good-looking brunette" wants a man "up to 40," while another girl, crying "Hello! Hello!" says she is "effervescent" and wants a "real ski companion."

A male advertiser (center) offers a sketch of his dream girl, while in the panel at the right three women of varied ages emphasize that they are seeking a permanent relationship and the one man, though only 23, says he will consider a widow with a child.



THE SNAKE PIT

Olivia de Havilland proved herself to be the best actress of the year as a schizophrenic patient in a state mental hospital. Hollywood, which had in the past used psychiatry for the purposes of melodrama, here took its first honest look at the loneliness of the insane.



THE TREASURE OF

A taut, tough mixture of realism and melodrama, this movie followed three dead-beats who fought bandits, fatigue, the jungle and themselves to find—and then lose—gold in the mountains of northern Mexico. Walter Huston was wonderful as an old prospector,

THE MOVIES OF 1948

Some unusual films and the brisk sale of popcorn helped to sustain the industry in a depressed year

Nineteen forty-eight was the year in which a cloud no bigger than a man's hand appeared on the movie horizon: bigtime television, which most Hollywood moguls pretended not to notice, though it may well in our lifetime empty the movie houses the way the movies emptied the legitimate theaters. It was also the year in which one big theater chain discovered it was making more money from popcorn sales than from its box office, and in which thousands of actors, technicians and stenographers lost their jobs in the well-publicized gnashing of corporate teeth called the Hollywood Depression. While the potential movie audience had increased, actual theater attendance fell off 8¼% from 1946. Probably



PAISAN

The meeting of Americans and Italians as the armies went their bloody way from Sicily to the Po Valley was the theme connecting six episodes of the war put together by Director Roberto Rossellini (*Open City*), leader of the postwar renaissance in Italian movies.



LOUISIANA STORY

Robert Flaherty, old master of documentary films, used money provided by the Standard Oil Company of New Jersey to make this beautiful movie, which tells of a Cajun boy in the Louisiana swamps and how arrival of a derrick and some oil drillers changes his life.



SIERRA MADRE

and Tim Holt and Humphrey Bogart acted better than ever before. This was largely due to Walter's son, John Huston, the director, who kept such perfect control of the action that *Treasure* proved the only American picture of 1948 to be good all the way through.

more people than ever before were saying: haven't the movies been awful lately?

They weren't really. There were plenty of workmanlike films that were fun to see though easy to forget. The trouble was they were getting to look more and more alike. They all had a fine gloss of mediocrity. Not even the lighthearted comedies, for which Hollywood could always be depended on when its serious stuff failed, were of first-class caliber. There was none of the sparkle and originality that once made movie-going an adventure. Hollywood was like a man who had developed a wonderful speaking voice but somehow had nothing to say.

As the year ended a loud—and false—alarm was raised by a big exhibitors



JOHNNY BELINDA

Rape, ruin and regeneration on Cape Breton Island, among howling winds and brutal fishermen, formed the unlikely theme of this old-fashioned melodrama, which allowed Jane Wyman to exhibit her great talents as an actress in the role of a deaf-mute slavey.

group which demanded that the movie-makers avoid "unusual" themes. But the three pictures which stood out as the best made in Hollywood—and stood up well at the box office too—were definitely out of the usual. Two, *Snake Pit* and *Johnny Belinda*, deliberately stripped their stars of sex appeal and gave them unorthodox stories to play in. The third, *Treasure of Sierra Madre*, was a picture without either a woman or a happy ending. At the same time box-office records were being broken by some of the best non-Hollywood films which got away from formula—the English *Hamlet*, the Italian *Paisan*. This seemed to indicate that there is gold in veins that Hollywood has hardly ever dared to work.



HAMLET

Sir Laurence Olivier, as director and star actor, produced a somber, feverish and splendidly acted version of the Elizabethan tragedy of the Prince of Denmark which is the best Shakespearean film ever made and a significant event in English dramatic history.



DAY OF WRATH

A remarkable film made in Denmark by the Danish director Carl Dreyer, *Day of Wrath* told with intensity of the shadowy and terrible life in a 17th Century town where a stiff-necked, God-fearing community in mortal dread of witches sent two women to the stake.

"LIFE" TAKES A SECOND LOOK



TWO MOVIES "LIFE" SLIGHTED

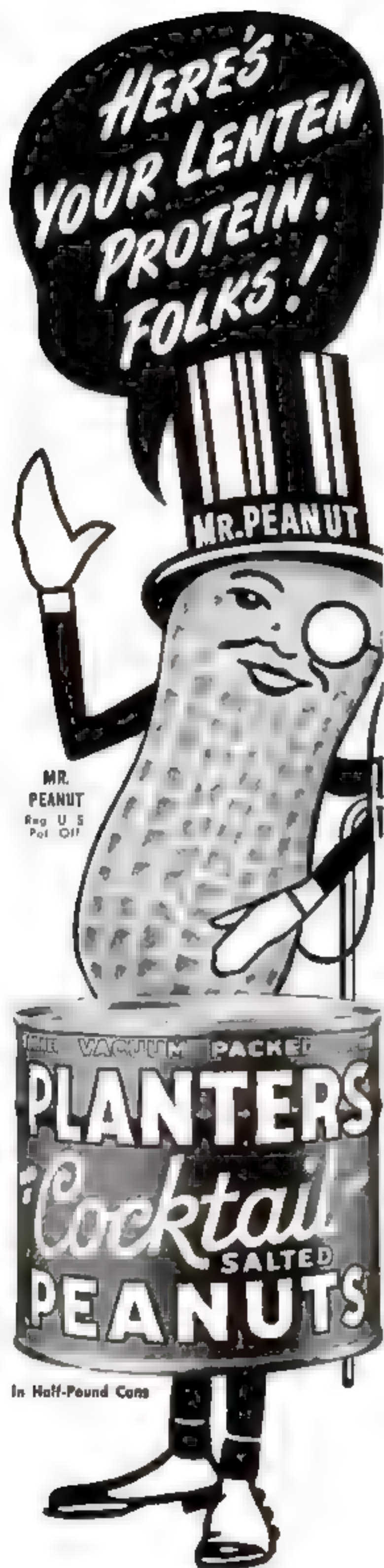
Two of the year's most popular comedies were *Sitting Pretty*, which LIFE treated inadequately, and *Apartment for Peggy*, which it overlooked entirely. *Sitting Pretty* introduced a wonderful new character into American folklore: the precise, polite and dexterous Mr. Belvedere, played by Clifton Webb. *Peggy* was a lighthearted look at the serio-comic woes of the housing shortage and a surprisingly frank look at pregnancy—as above when the baby gives a kick.



A MOVIE "LIFE" LIKED TOO MUCH

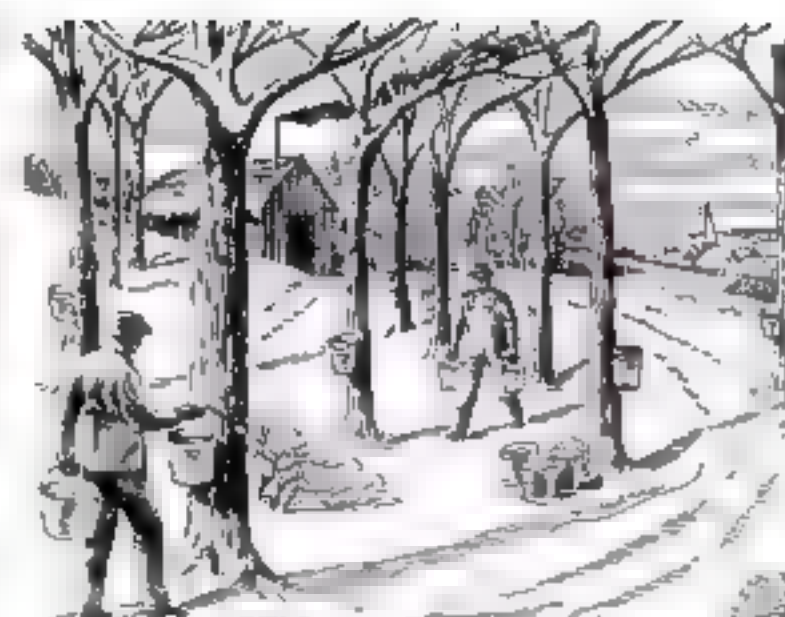
LIFE devoted 10 color pages to Walter Wanger's costly production of *Joan of Arc*—and came to regret it. Looking back, the picture seems little more than a series of pageants which are sometimes sumptuous but often simply stuffy.

CONTINUED ON PAGE 43



Yes, PLANTERS PEANUTS give you more protein than meat, fish or eggs. The salted peanuts all America loves! Oven-fresh.

This PLANTERS product is also made in Toronto, and sold everywhere in Canada.



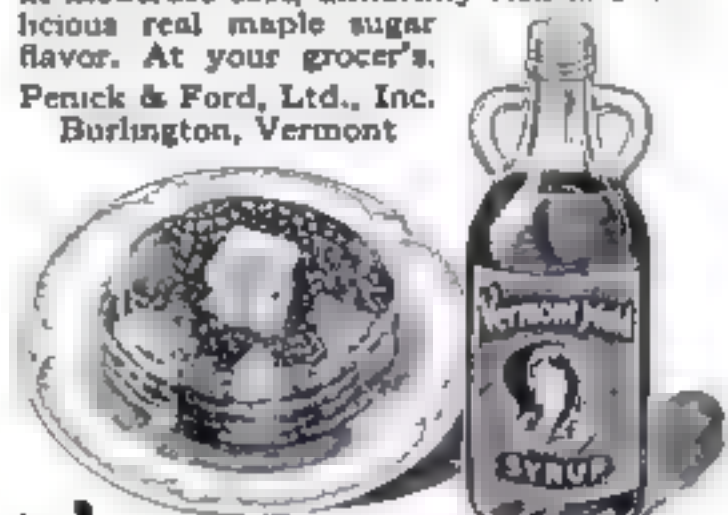
Frost at night . . . warm sun at noon—that's ideal weather for a good crop of Vermont maple syrup and sugar.

Old-fashioned real maple sugar flavor

In the maple sugar country, folks young and old love to follow the whiff of wood smoke to the sugar house . . . to enjoy that grand treat—real maple sugar flavor.

To give you that flavor in Vermont Maid Syrup, our skilled blenders choose maple sugar with a rich, full flavor; then blend it with cane sugar. This gives you, at moderate cost, uniformly rich and delicious real maple sugar flavor. At your grocer's.

Penick & Ford, Ltd., Inc.
Burlington, Vermont



Vermont Maid Syrup



How good can sausage be?

So often people tell us, "We never believed sausage could be that good!" And if you haven't tried Jones sausage you'll be surprised, too. This famous delicacy is just as good as always. We've never changed the 100-year-old Jones family recipe. Treat your family this week end. Ask your market man for Jones Sausage.

Jones Dairy Farm, Fort Atkinson, Wis.
Mory P. Jones, President

Always Buy CHESTERFIELD

"Everybody likes Chesterfield
because it's MILDER
it's MY cigarette."

Linda Darnell

Starring in

"A LETTER TO THREE WIVES"

A 20th Century-Fox Production



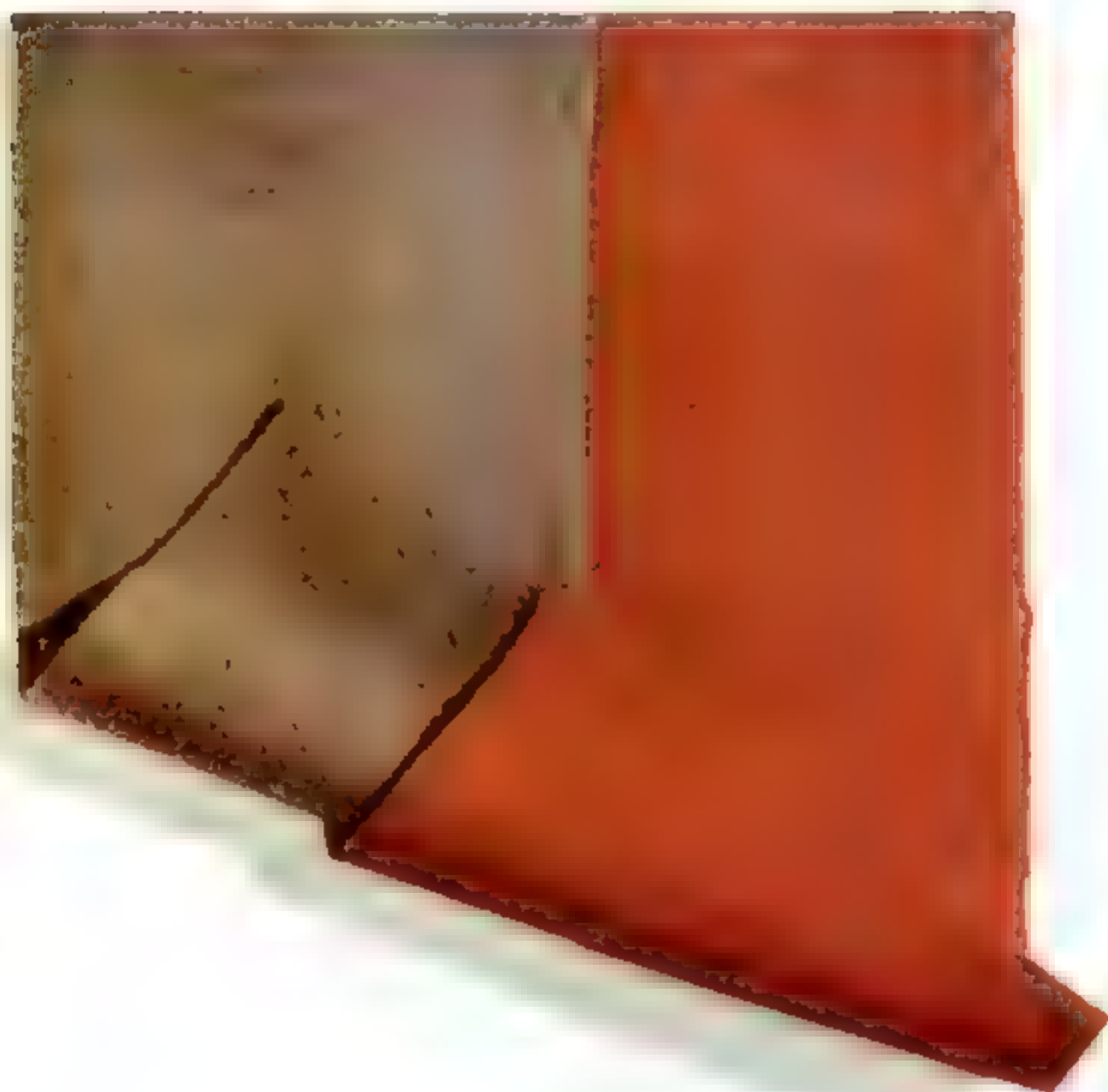
"I've been smoking Chesterfields ever since
I've been smoking. They buy the best cigarette
tobacco grown... it's MILD sweet tobacco"

M. H. Griffin

FORBIDDEN TO SELL
TO MINORS

MAKE YOURS THE **MILDER** CIGARETTE

Copyright 1949, Laro & Atlas Tobacco Co.



Milliken

*leads into Spring with smooth, light-weight
broadcloth that tailors with ease.*

*Milliken woolens and worsteds (100% virgin wool)
fit into your Easter wardrobe with colors that are fashion-right
...quality that's long-wearing. Ask for Milliken
in the clothes you buy, the fabrics you sew.*

MILLIKEN Woolens, 450 Seventh Avenue, New York 1, N. Y.



THESE ARE SOME "BIGGESTS"



BIGGEST MONEY-MAKER

Hope and Crosby in the *Road to Rio* went through the same old gags, sang the same old songs, leered at the same old Lamour and had the same old success. *Road* made more money than any other picture released in 1948: \$4.5 million.



BIGGEST PERSONAL TRIUMPHS

Florence Eldridge (left) gave a magnificent performance as a woman with a fatal illness in *Act of Murder*. José Ferrer made his Hollywood debut with a brilliant portrayal of the Dauphin that gave *Joan of Arc* a few lifelike moments.

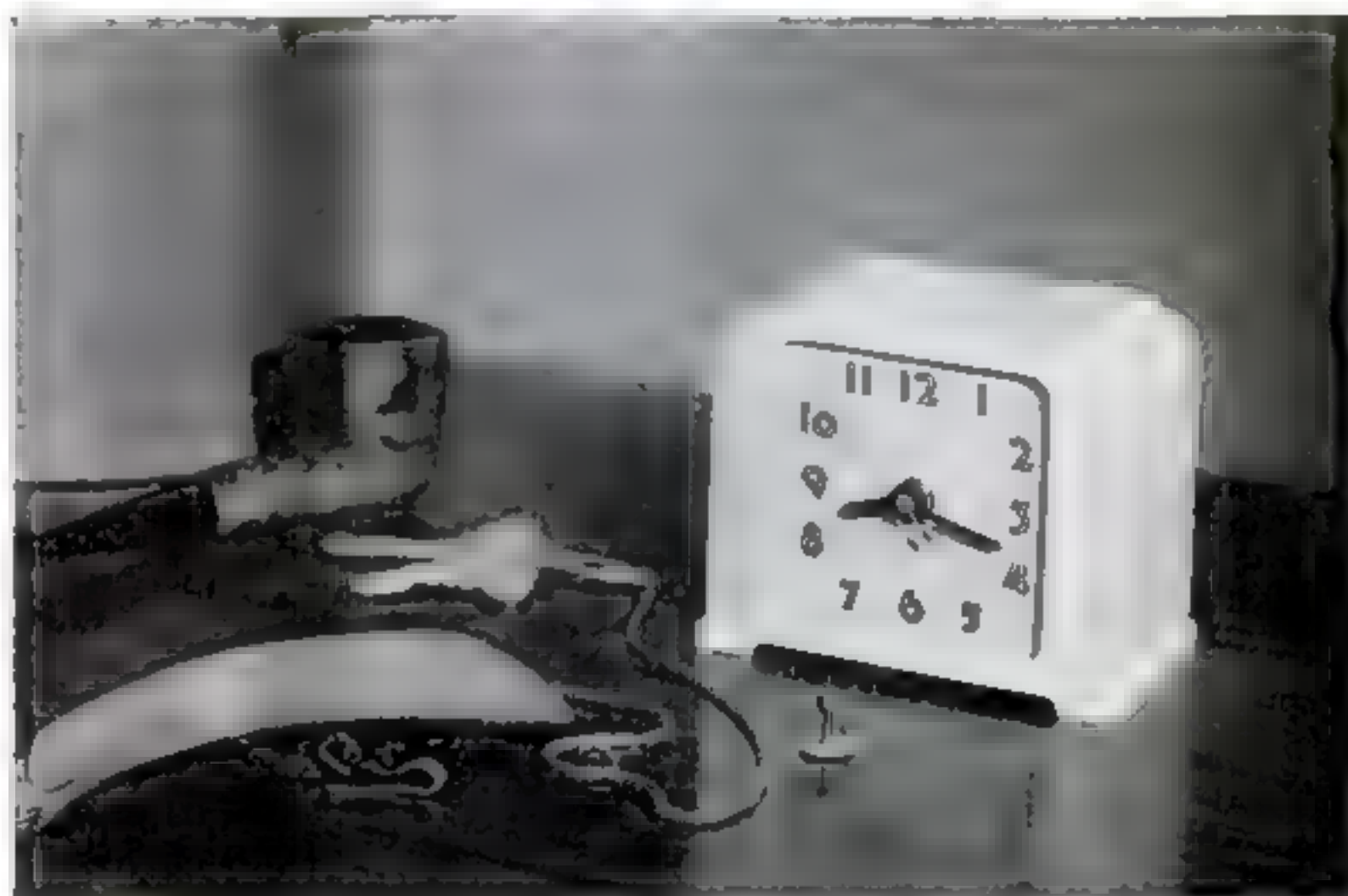


BIGGEST WASTE OF TALENT

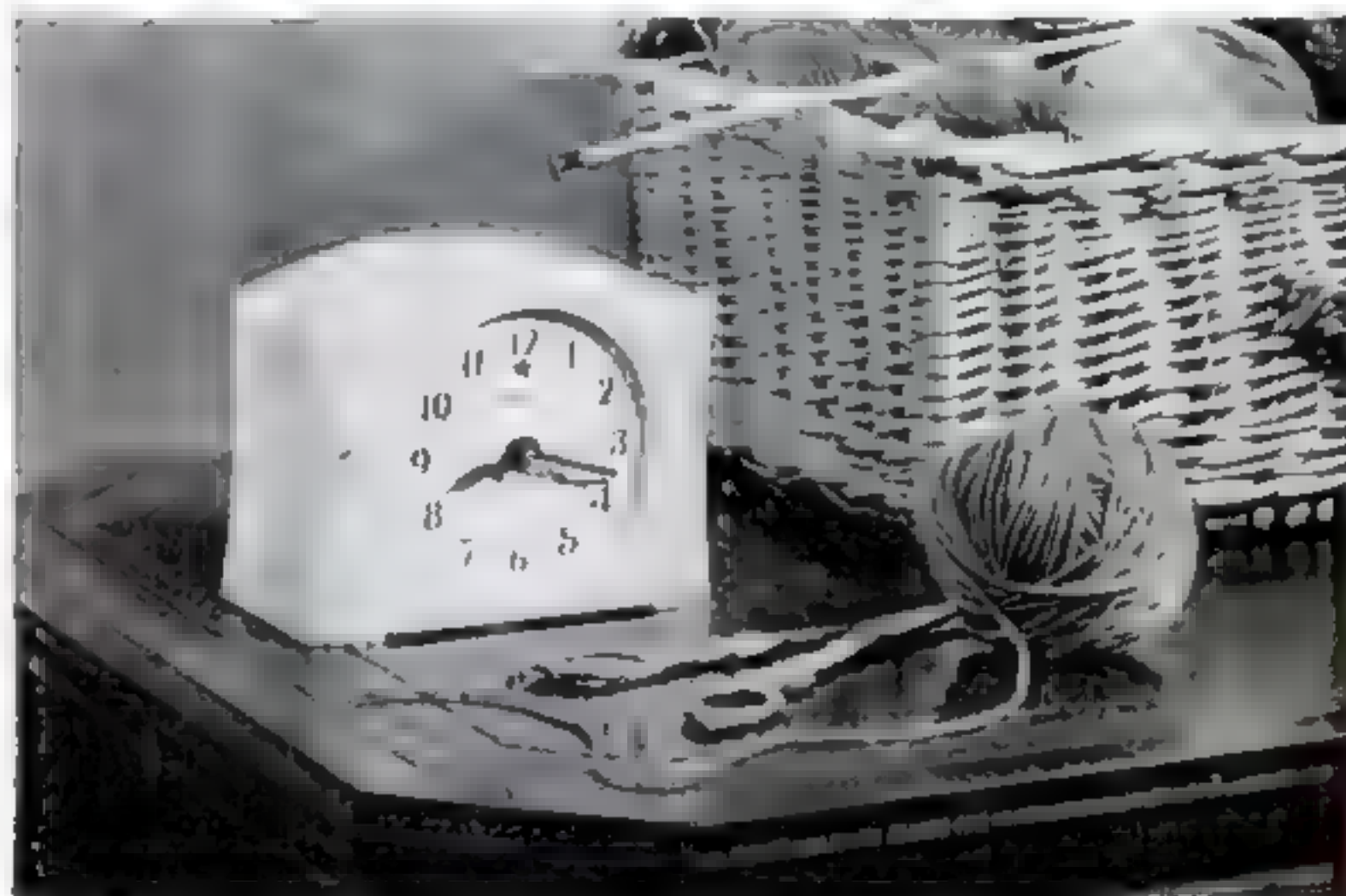
The high-priced talents of Ingrid Bergman and Charles Boyer went to waste in *Arch of Triumph*. Critics generally agreed it had the year's worst script, worst direction, almost the worst acting. Audiences agreed: *Arch* was a financial flop.

CONTINUED ON NEXT PAGE

Why be a one-alarm family?
...a Telechron electric clock
costs as little as **\$4.95**
Plus Tax



The big value electric alarm . . . Little Tel is smart buying for your whole household. Because it's an accurate, convenient electric alarm, Little Tel guards your sleep with silence . . . gets you up on the dot. It brings you right time without winding, oiling or regulating . . . and the self-starting Telechron motor assures years of trouble-free service. Ivory-colored or brown plastic case. \$4.95 plus tax.

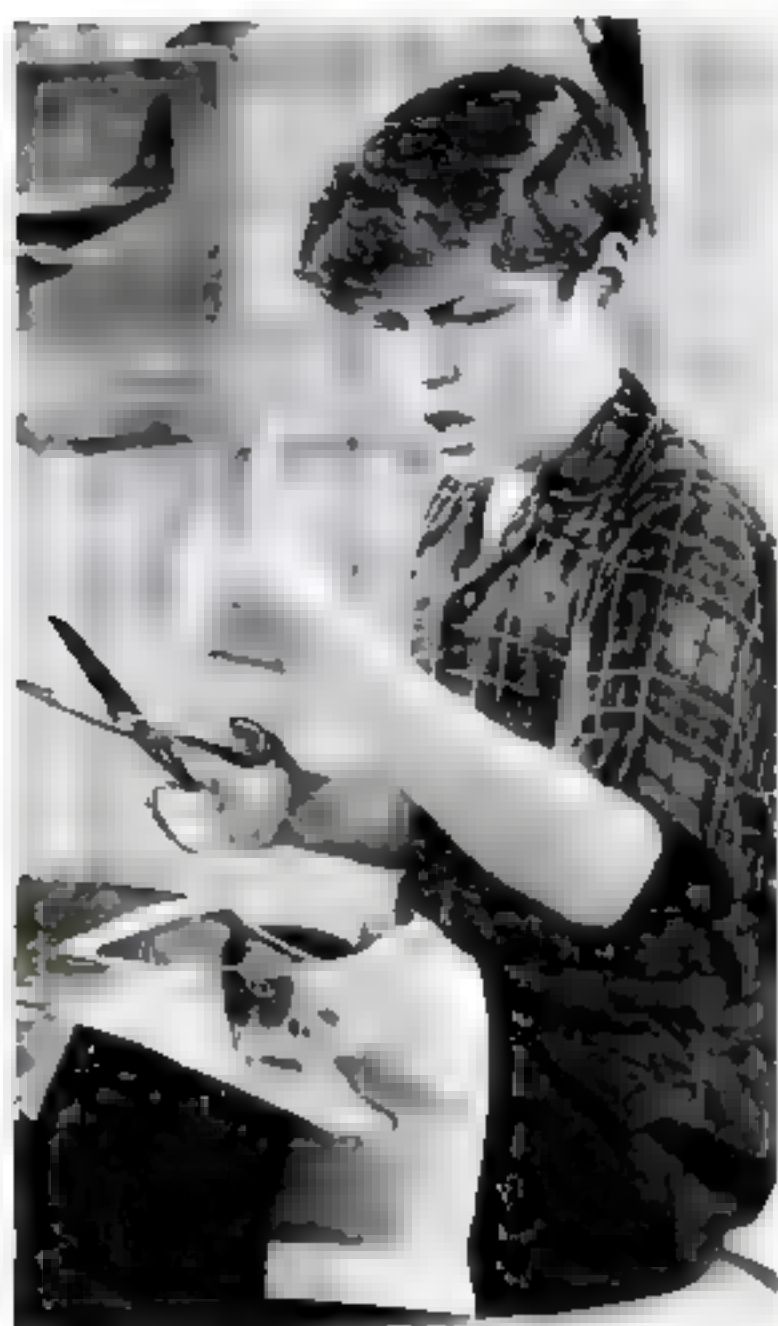


Small, gay, low priced . . . Starlet is a new electric alarm that looks pretty as a picture on a bedside table. The tieback curtain effect gives it a feminine air . . . and the famous Telechron motor makes it the most accurate electric clock in the world. It will give you years of trouble-free service, and its dial is specially designed for easy reading. In ivory-colored plastic case. \$4.95 plus tax. Telechron Inc., Ashland, Mass. A General Electric Affiliate.

Prices and specifications subject to change without notice.



Never neglect a cut thumb



The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in doctors' recommendations



*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

Movies of 1948 CONTINUED

THESE WERE SOME HIGH POINTS



MOST MOVING SCENE

The Search, a tender film about displaced children, reached its most touching moments when its 9-year-old hero looked through a fence, began to hope he could find his mother. *The Search* was filmed against real backgrounds in Europe.



FUNNIEST SCENE (INTENTIONAL)

The Time of Your Life, an uneven picture, had a marvelously funny moment in a saloon when a pinball addict, after hours of trying, at last hit the jackpot, saw the machine light up, heard martial music play, patriotically saluted.



FUNNIEST SCENE (UNINTENTIONAL)

In his production of *Macbeth*, Orson Welles was very serious about donning rude Scottish garb and playing Shakespeare's tragedy in an uncertain dialect. But the effect (as above when Macbeth hired the murderers) was low comedy.

COMPARE

THIS \$3.50

VENUS Hooded Pen

with any other pen
at any price!

Quick Dry!

NO BLOTTER NEEDED
Uses quick-drying ink (writes dry) or regular ink. Exclusively designed.

Instant Starting!

Patented ink control under hood, keeps the 14 Karat gold point moist—for instant touch and flow!



only
\$3.50
the 1st

EXCLUSIVE
DESIGN

PATENTED
INK
CONTROL

Every pen Pre-tested and Guaranteed
by American Pencil Company
makers of famous Venus Pencils.

Fast HELP for HEADACHE

UPSET
STOMACH
JUMPY
NERVES



BROMO-SELTZER

FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store, fountain or counter today. A product of Emerson Drug Company since 1887.

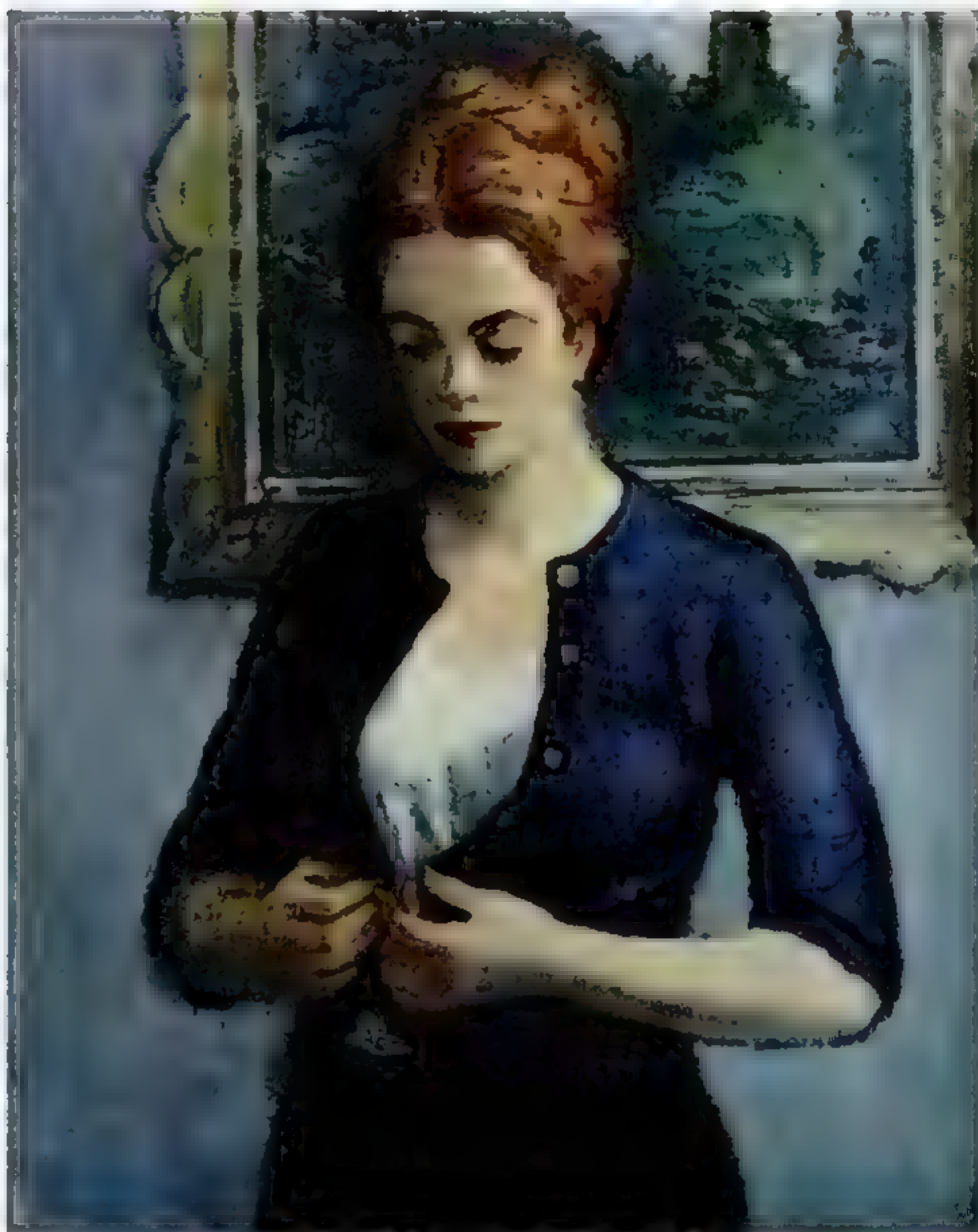


CONTINUED ON PAGE 51

If you're going to the hospital for the first time...

"Though you may feel a little strange at first, you'll soon get over any uncertainty when you see how really *helpful* everyone is. Whether you're going for observation or an operation, whether or not you are seriously ill, you'll gain confidence as you watch how efficiently the hospital runs. There under one roof are all the necessary skills, medicines, diagnostic aids and equipment. There, too, you will find the *teamwork* needed to get you on your feet again as soon as possible. Everyone—doctors, nurses and technicians—will work together toward that goal. I'll be in to see you regularly; but day and night, even when I'm not there, you will be under the constant supervision of those who understand your illness and know precisely what to do for you."

Your doctor



Painted by Moses Soyser

Here are some of the people you will meet at the hospital:

THE INTERNS are graduate *doctors* who have already earned their M.D.'s in medical school. Your own doctor was once an intern.

THE RESIDENTS are doctors who have finished their internships and who are continuing at the hospital for additional experience in the fields in which they are specializing.

THE NURSES are all graduates of nursing school (except the student nurses still in training

and nurses' aides). Many have taken additional courses to qualify for special work in the operating room or nursery. Private nurses are those assigned to care for just one or two particular patients at a time.

THE LABORATORY STAFF consists of physicians and technicians trained to take x-rays and interpret them, make blood tests, electrocardiograms and other specialized tests.



Copyright 1949, The Upjohn Company

F I N E P H A R M A C E U T I C A L S S I N C E 1 8 8 6

"YOUR DOCTOR SPEAKS"—this is the thirty third in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge

"I'm from Milwaukee and I ought to know..."

*Blatz is Milwaukee's
finest beer"*

says Dress Designer

LA VERNE SUNDE

"Good taste" is Miss Sunde's guide in designing clothes ...and in choosing her favorite beer, too. Like most Milwaukeens, her first choice is Blatz.

"We Milwaukeens pride ourselves on being good judges of fine beer," says La Verne Sunde.

"Living in America's premium-beer capital, we have our pick of the best. So you can take my word for it when I say Milwaukee's finest beer is Blatz!"

Yes . . . take a tip from Miss Sunde!
Try Blatz . . . Milwaukee's
finest beer . . . today.



Blatz is Milwaukee's first Bottled Beer

THESE TRENDS BROUGHT IN MONEY



THE FOLKSY PICTURE

The year blossomed with a series of films celebrating the comfortable virtues of home life as opposed to the old staples of sex and adventure. Best of them was *I Remember Mama* (above), which told of an eccentric Norwegian family.



THE EXPENSIVE WESTERN

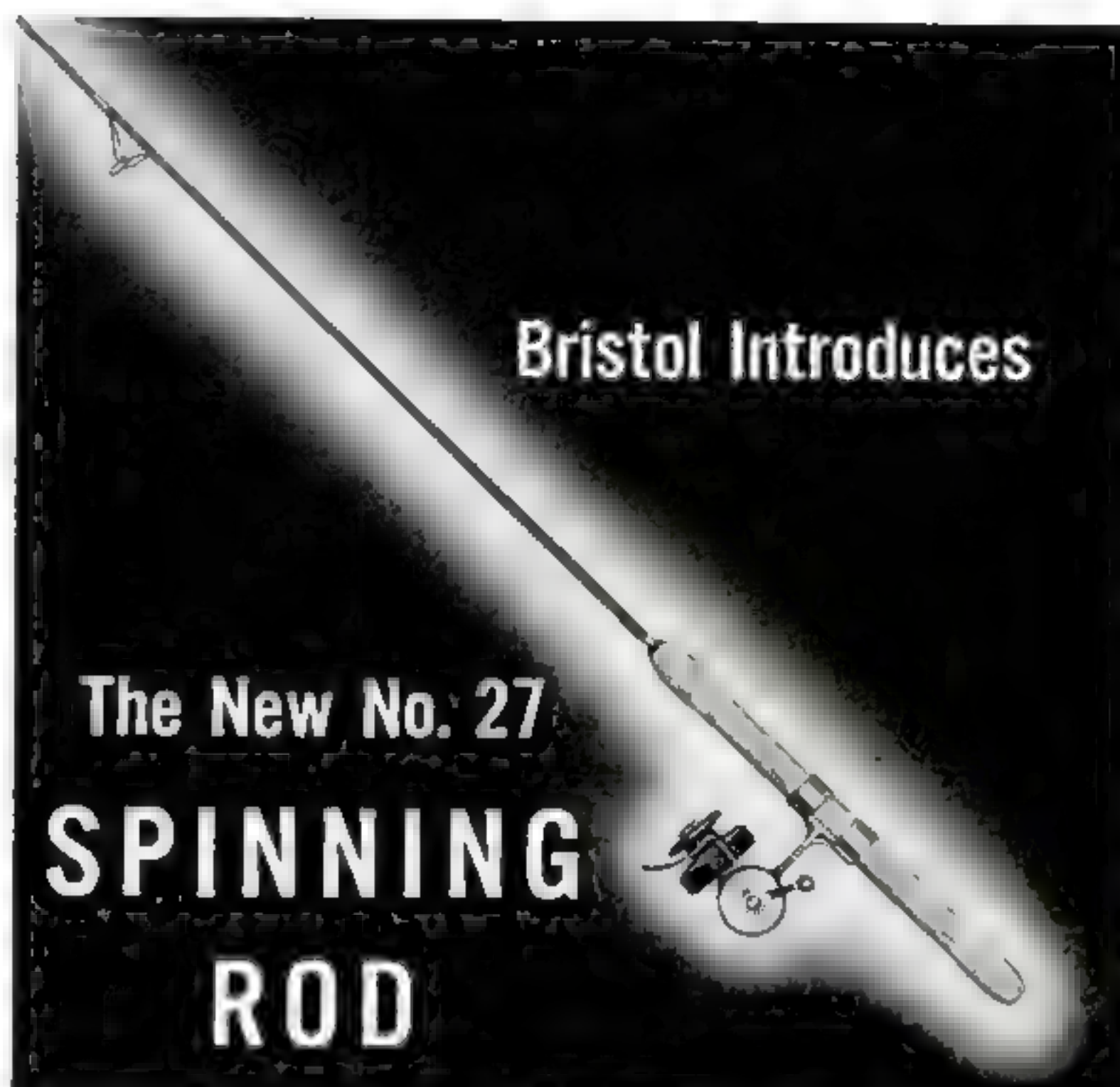
Since the western has always been the closest thing to a sure money-maker, frightened film magnates put their biggest stars in elaborate versions of the old-fashioned horse opera. *Red River* (above) was far and away best of these.



THE DOCUMENTARY CRIME PICTURE

The practice of shooting old-fashioned cops-and-robbers stories against real city backgrounds, inaugurated in 1945, hardened into standard operating procedure. Mark Hellinger's *Naked City* was the year's most exciting example.

CONTINUED ON NEXT PAGE



WITH SPINNING gaining so rapidly in popularity, it was inevitable that BRISTOL, leaders with the first steel rod, the first telescopic rod, the first all-silk fishing line, should bring to you this new-type Spinning Rod of outstanding worth.

Features That Mean More Fun

This handsome, new tubular steel 7 ft. rod weighs but 5 ozs. It features these two exclusive virtues: (1) Scientific tapering that assures just the right action from tip to butt when spinning with light lures. (2) BRISTOL-perfected "rocket guides" scientifically graduated in size to reduce line friction to a minimum. This BRISTOL beauty is so sturdy it may be used

for small tarpon and bone fish, yet so light and easy-to-handle as to make it a "must" for all women anglers.

For More Fishing Thrills In 1949

No matter what style fishing you like best, BRISTOL has just the tackle to put new thrills in your favorite sport this year. Light, strong, perfectly-balanced hexagonal and round telescopic rods! One-piece seamless tubular and solid steel rods! Ultra-modern reels! Superstrong silk and Nylon bait-casting and fly lines. When equipping yourself with tackle this season, you're bound to get more satisfaction by choosing that which bears the famous BRISTOL name.

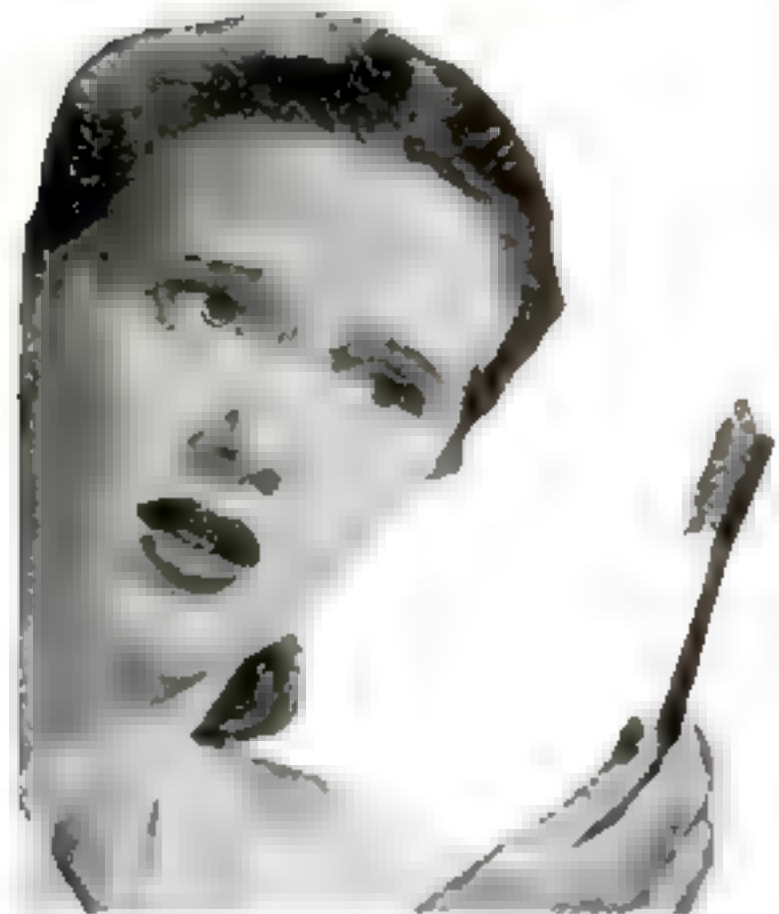
Bristol
THE MORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT



Also Makers Of
BRISTOL
Golf Clubs

YOUR DENTIST WARNS:

"Throw it away!"



"Worn-out tooth brushes are dangerous!"

• A recent survey* shows 8 out of 10 people are using tooth brushes with broken, matted bristles. They're unfit to clean teeth . . . and may seriously injure delicate gum tissues.

*Reported in a leading professional journal

DO IT NOW... AND SAVE MONEY

Tek

"Standard" TOOTH BRUSH

GOOD HEALTH SALE!
2 for 51¢



LIMITED TIME ONLY!

Hurry to your favorite drug counter. Get 2 Tek Tooth Brushes—only 51¢. Exclusive long-life Keton bristles.

Movies of 1948 CONTINUED



HOLLYWOOD SAID "HELLO" AND "GOODBY"

Hollywood welcomed Montgomery Clift, 28 (left), 1948's star newcomer. It said goodbye to Tarzan Johnny Weissmuller, who at 43 was too fat to play the half-naked ape man. But Johnny popped back with shirt on as Jungle Jim.



HOLLYWOOD HAD SOME HEADACHES

An avalanche of bad publicity fell on Hollywood when Robert Mitchum was arrested on a narcotics charge, sent to jail (left). Still more followed the amatory antics of Rita Hayworth. But their pictures sold more briskly than ever.

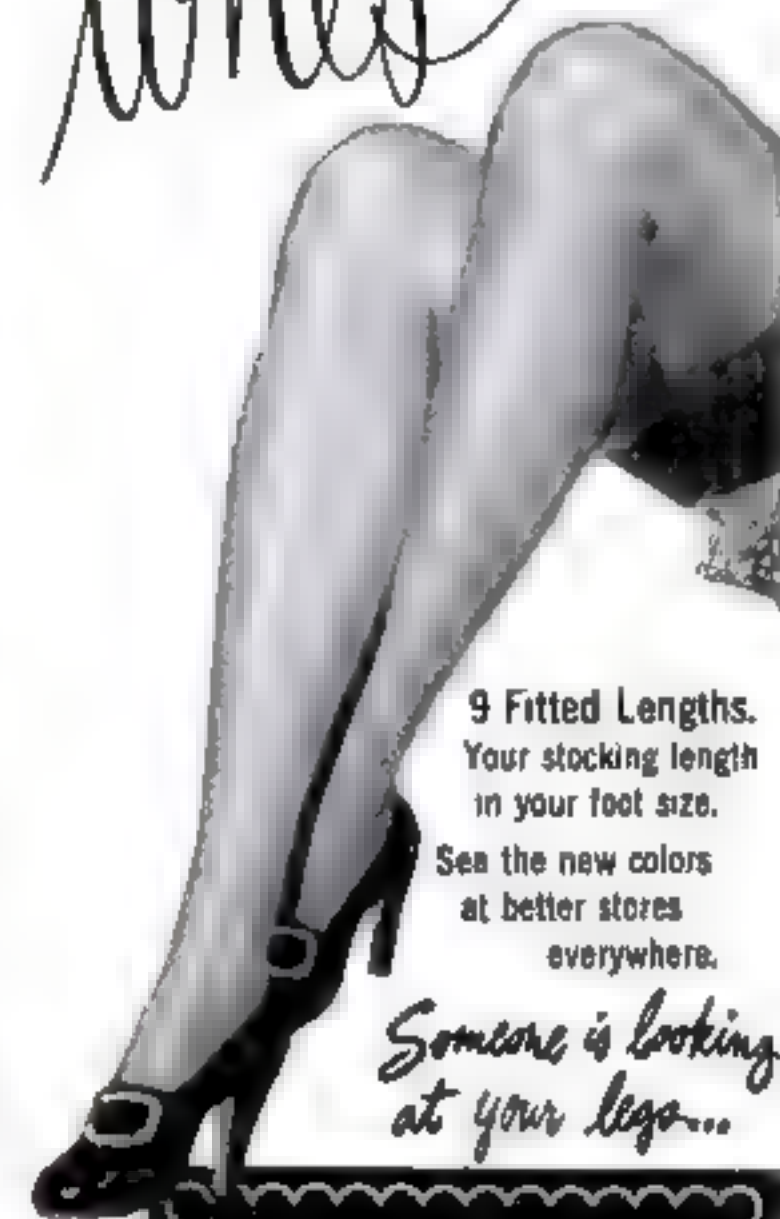


HOLLYWOOD FOUND PROFIT IN THE PAST

Reaching into the past, Hollywood found a bonanza in revivals of old pictures. Spectacular pieces of hokum like *Last Days of Pompeii* (1935) were pulled out of the dustbins and brought in more money than most current productions.

ALBA NYLONS

"ice cream" tones



9 Fitted Lengths. Your stocking length in your foot size.

See the new colors at better stores everywhere.

Someone is looking at your legs...

ALBA
Nylons

MADE OF
GURONT
NYLON

© PILOT FULL FASHION MILLS, INC., EMPIRE STATE BLDG., N. Y.

There's a Smart Look about the Watch Dresser in your



Jewelers' Best—the recommended watch band of America's jewelers. In a wide assortment of styles from \$4 to \$13.25. Federal tax included. Available in yellow, pink or white gold filled.

JACOBY-BENDER, INC., NEW YORK 13, N. Y.

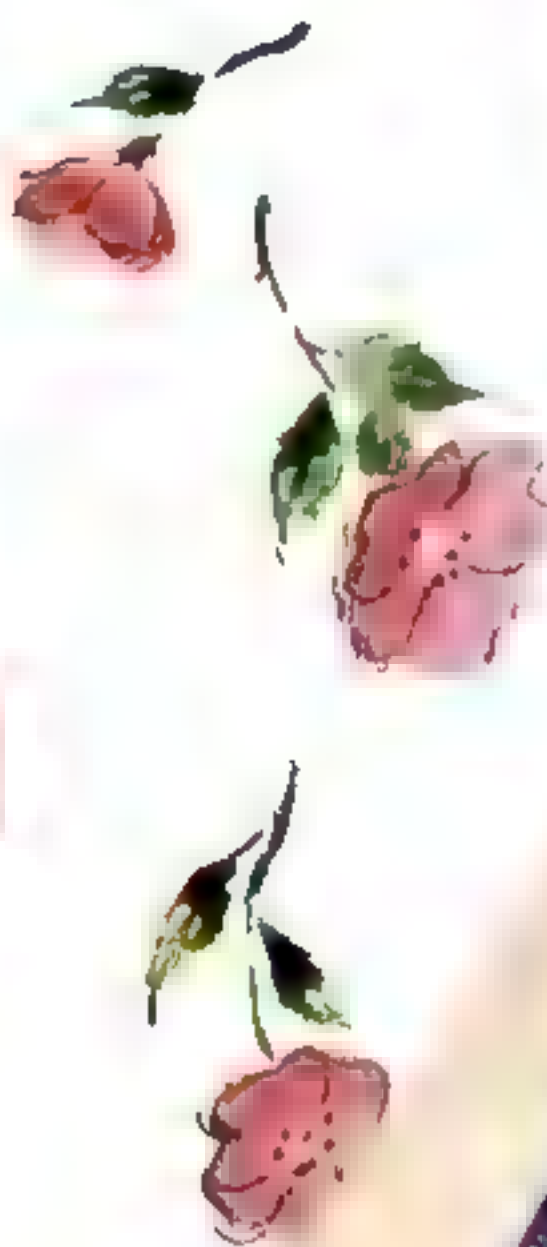
No blarney ...
If you want
a **TREAT** instead
of a **TREATMENT**
...smoke
Old Golds





Matru

FIT



795 to 1095

SLIGHTLY HIGHER DENVER WEST



Naturalizer

PARADE

in all leading stores... March 12 to 26

Here's the event smart women look forward to from season to season... the Naturalizer Fit Parade, the time when Naturalizer dealers have their greatest selection of these famous shoes with the beautiful fit. By all means, see your dealer right away. Not only does he have style after style to show you—you can depend on it that he will fit your foot correctly. Priced as they are, Naturalizers are the world's greatest value in shoes. Make yourself a promise... see your Naturalizer dealer this week! Naturalizer Division, Brown Shoe Company, St. Louis.

*The shoe with
the beautiful fit*





It adds up to your biggest musical Value...

AM + FM radio + Victrola phonograph + the "Golden Throat"



From its looks, from its tone—the exclusive "Golden Throat," from its world-famous Victrola trade mark, you'd never guess how low its price mark is!

Here's standard and FM radio with RCA Victor's own simpler, more sensitive Frequency Modulation circuits; a fine record changer—quick, quiet, dependable with the "Silent Sapphire" permanent-point pick-up, no needles to change. Pick your own

"Victrola"—T.M. Reg. U. S. Pat. Off.

program of hit tunes by your favorite orchestras—you'll find them on RCA Victor's superb recordings. Put on 12 10-inch or 10 12-inch records—enjoy almost an hour's concert or dance!

Handsome 18th Century-style cabinet is only 33¼" high and 31¼" wide, yet there is even a record storage compartment. AC operation. At your RCA Victor dealer's, Victrola 8V90, far and away your finest musical buy!

Top value in table models, the RCA Victor 8X71, with AM and FM radio through the exclusive "Golden Throat" tone system. Exceptionally selective and sensitive. Beautifully styled in rich maroon or antique ivory-finish plastic, AC or DC operation.

WORLD LEADER IN RADIO... FIRST IN TELEVISION



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA



The "Golden Throat"

Only RCA Victor instruments have this perfectly balanced 3-Way Acoustical System. ... It's the finest in RCA Victor history.

When you're in New York, see the radio and electronic wonders at the RCA EXHIBITION HALL. Open free to all, 35 W. 49th St., across from Radio City.

HEIR OF COLUMBUS MARRIES

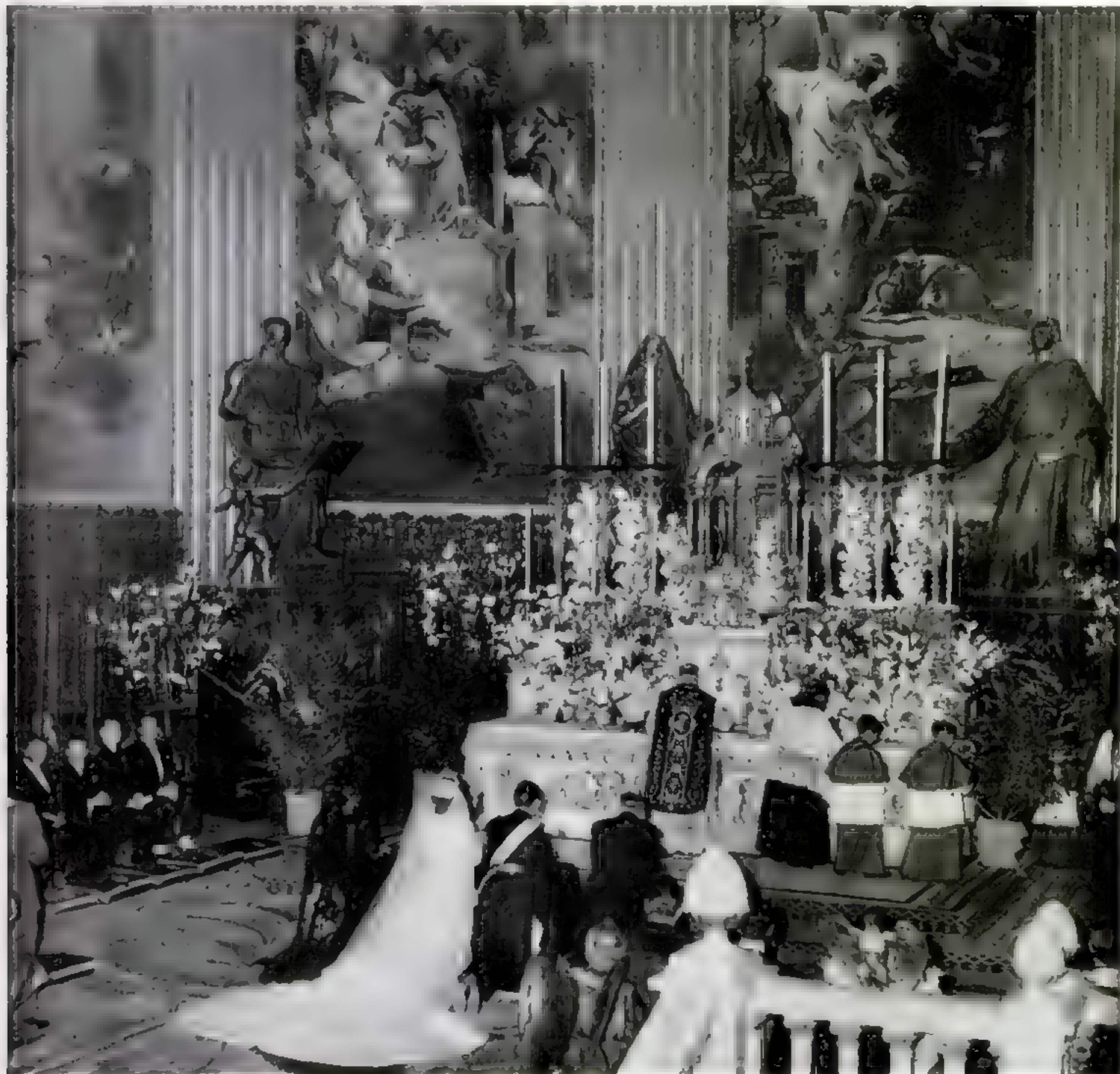
Spain's Admiral of the Ocean Sea takes a pretty bride in Madrid

On Feb. 24 a young Spanish lieutenant took the day off from his job in Madrid's navy recruiting office. He removed his lieutenant's uniform and got into a much gaudier number (right). Then, as Cristobal Colon de Carvajal, Duke of Veragua y de la Vega, Marquis de Jamaica y Aguafuente and (last but by no means least), hereditary Admiral of the Ocean Sea, the young lieutenant married 22-year-old Anunciada Gorosabel y Ramirez (below). This was no masquerade. The lieutenant, as the literal descendant of Christopher Columbus,

was entitled to both the ornate titles and the resplendent uniform. Many of Spain's bluebloods and cabinet officers were on hand for the wedding and the reception which followed (next page). Unfortunately the latter had to be held at the Hotel Ritz because the family palace was burned during the civil war. This moved the noble old Duke of Medina-Sidonia to observe sadly, "If a king were ruling Spain and a Duke of Veragua had no palace to receive his wedding guests, the king would offer him the royal residence. *O tempora! O mores!*"



DUKE OF VERAGUA STANDS BESIDE FAMILY CRESTS



THE HEREDITARY ADMIRAL AND HIS BRIDE KNEEL BEFORE MAGNIFICENT ALTAR OF ST. FRANCIS CHURCH AS CANON DON LUIS DOLORA ELOSU BEGINS CEREMONY

VITONE your Skin!



*8 out of 10 complexions proved more beautiful**

For Spring! For him! For vital, glowing, younger-looking beauty...VITONE your skin! Give yourself a beauty treatment with Jergens Face Cream enriched with Vitone, a skin-smoother called finer than Lanolin. All-purpose Jergens Face Cream cleanses, softens, acts as a dry skin cream and powder base. It's a luxury cream that costs no more than ordinary creams. 20¢ to \$1.39 a jar. (plus tax).



"DOCTORS' TESTS SHOW:

8 out of 10 complexions softer, smoother, fresher with **JERGENS FACE CREAM**



GLAMOUR STEP BY STEP...a mist of smooth sleek nylon to flatter every graceful leg line...in the new 1949 Fashion Harmony Colors

STOCKINGS by **MOJUD**

Of course, smart women prefer Mojud Lingerie, too!

MOJUD STOCKINGS ARE MADE BY DUPONT NYLON

Heir of Columbus CONTINUED



CABINET MINISTERS attended, although none was designated as official representative of Francisco Franco. Kneeling at left is a family friend, Condo



THE ADMIRAL'S BRIDE, lovely Anunciada Gorosabel y Ramirez, signs the official marriage register under the brooding eye of Foreign Minister Artajo.



de Bornoa, who escorted bride. Heading the line in background are Foreign Affairs Minister Artajo, Navy Minister Regalado and Minister of Justice Cuesta.



THE DUCAL COUPLE seemed somewhat bemused at reception. No champagne was served, but the 400 guests nibbled *canapés* and drank white wine.

"JERIS"

WINS MY THANKS FOR
THE WONDERS IT WORKS
ON MY HAIR AND SCALP!"

PRAISES

Fred Mac Murray



FRED MacMURRAY

starring in

"FAMILY
HONEYMOON"

A Universal-International
Picture

KEEP YOUR HAIR WELL-GROOMED
Free of Dandruff Too, with "Double-Action" Jeris!

Guard *your* hair and scalp the amazing way so many movie stars now do. Use famous Jeris Antiseptic Hair Tonic daily, with massage. Jeris' remarkable "double-action" not only keeps your hair neat and smooth... but keeps dandruff flakes away.

(1) **JERIS KILLS DANDRUFF GERMS* ON CONTACT!** Antiseptic action *instantly* removes unsightly dandruff flakes from hair and scalp.

(2) **JERIS STIMULATES THE SCALP!** Daily massage with Jeris awakens blood flow. Nourishes hair roots. Helps promote healthy hair growth, relieve dry scalp and excessive falling hair.

For well-groomed hair that's free from dandruff too, take Fred MacMurray's advice. Ask your druggist or barber for Jeris Antiseptic Hair Tonic today.

*(*Pityrosporum ovale*), which many authorities recognize as the cause of infectious dandruff.



JERIS
ANTISEPTIC HAIR TONIC



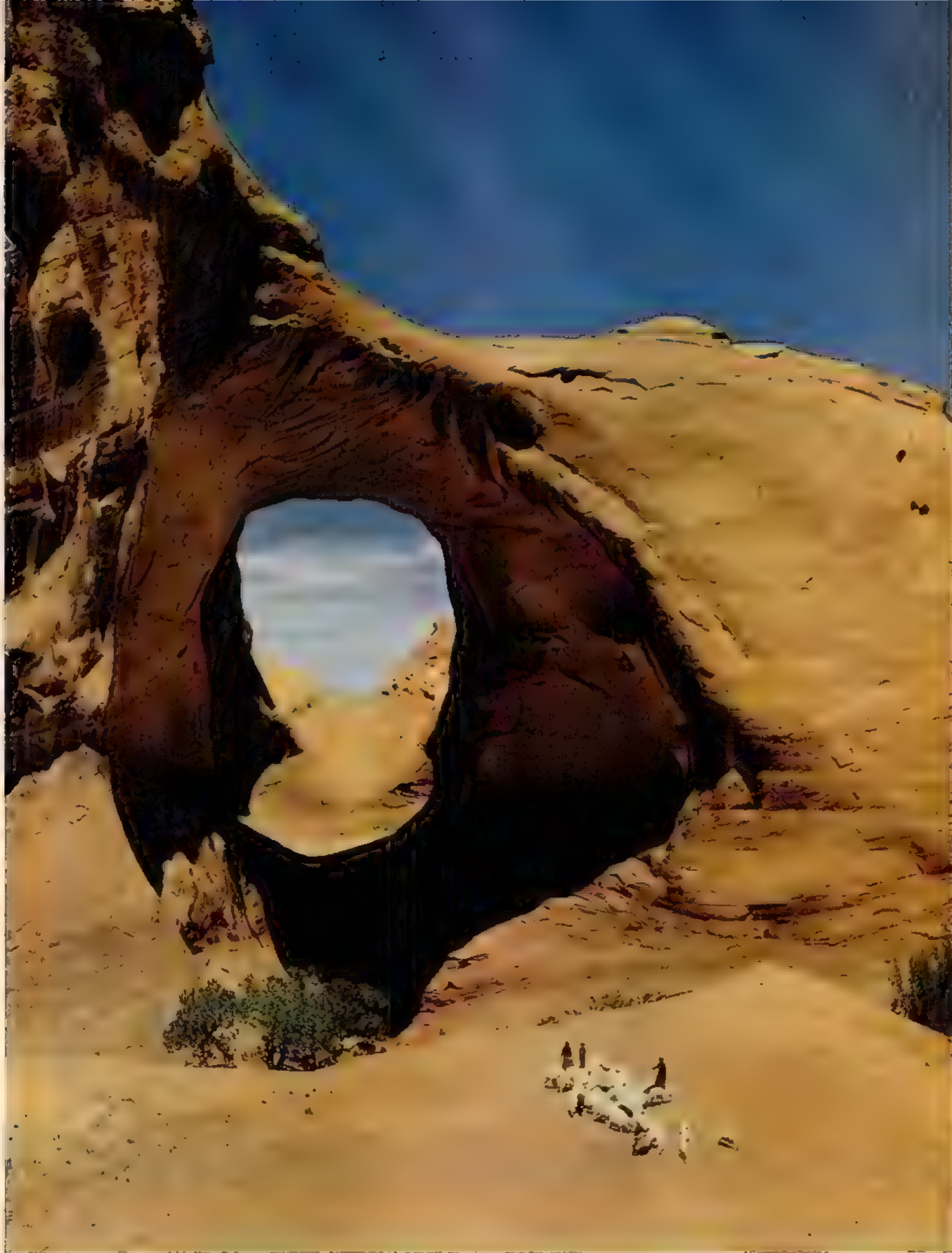
THE SOUTHWEST

Sun and scenery attract new colonists

The American Southwest consists of Arizona, New Mexico and portions of neighboring states. It is the newly fashionable home or vacationland of rich easterners and rich Hollywoodians, of writers, artists and assorted highbrows, but it is also the home of America's oldest surviving civilizations. Literally the birthplace of the Atomic Age, it still speaks Spanish in idioms learned from Coronado's men (New Mexico is the one state in the union which is officially bilingual). Self-consciously American in its loyalty to the old frontier tradition, it still has so much the air of a Spanish colony that the average American visiting it may feel like a foreigner even before he discovers that the residents refer to him as an "Anglo." It is a country of quiet-living Indians and noisy tourists; the traveler driving along its famous Route 66 can never be sure whether the build-

ing up ahead is a 200-year-old Franciscan mission or an air-conditioned tourist court.

The Southwest contains some of the most spectacular scenery not merely in the U.S. but in the world: high, slim pinnacles, mesquite-dotted plains, wind- and water-bored natural bridges (*opposite*) and never-ending rows of serried, geometrically eroded rocks (*p. 73*). It also possesses a brilliant, dry climate much superior to those of perennially quarreling Florida and California, getting far more sun than California and 73% less rain than Florida. These natural advantages are currently bringing a host of newcomers. Many are tourists but others, attracted by the climate and slower pace of Southwest life, have come to live permanently. To the older inhabitants this influx is the worst thing that has happened since Geronimo went on the warpath in 1885.



NATURAL BRIDGE, one of hundreds scattered through the Southwest, spans a huge hole in Monument Valley on the Arizona-Utah border. Such bridges were

formed by water and sand-carrying wind. Sheepherders are Navajos, whose ancestors settled here when Kit Carson drove them out of Canyon de Chelly in 1863



LIVING ROOM, lofty and serene, of Sculptor Allan Clark's home is dominated by vigas (ceiling beams characteristic of Southwest architecture) which Clark

carved himself. Khmer heads (left) reveal his interest in Oriental art. Clark is at the old square piano accompanying artist and pianist Norman Appleton.



KITCHEN of Ceramist Giorgio Berluti's colorful Santa Fe home mixes modern appliances with old *santos* like a 1730 crucifix.



DRESSING ROOM of Mrs. Randall Davey was decorated by her artist-husband. The marble-like floor is really painted wood. Their house, which is more than 200 years old, was once a mill.

HOMES ARE QUIET AND HANDSOME

New Mexico contains some wonderfully handsome homes, sometimes built by their owners out of adobe, although more often by one of the vanishing adobe makers. These men follow the architectural methods of the aborigines to produce homes that are Early American in a peculiarly exact sense. Whether adobe or stucco, the homes are frequently decorated with their owner's handwork or *santos* (religious images), and they house a quiet life in which music and congenial conversation bulk large.

Many are around Santa Fe, the state capital, which is unlike any other U.S. city. Ruled during its 340 years by Spaniards, Indians and Mexicans in turn, it is more Spanish than American, a small (pop. 27,000) but cosmopolitan city of tan, flat-roofed houses and winding, unpaved streets. Blessed with a fine climate and a gentle somnolence, Santa Fe has attracted both summer and winter visitors as well as artists, Bohemians and simply people more interested in pleasant living than in great riches.



JACONA, wintertime home of Sculptor Allan Clark and his wife Joy, has been called "the most romantically charming hacienda in the Southwest." Designed

and built of adobe by Clark, Jacona stands amid the Indian villages of the beautiful Pojoaque Valley north of Santa Fe. Rio Grande River flows behind the house.



HOWARD COOK, the artist, and his wife Barbara Latham, who illustrates her own books, work in adobe studios at Taos.



ALLAN CLARK traveled extensively, like many other Santa Fe artists, before building Jacona (preced-

ing page). A sculptor, he applies the techniques he learned in Far East to his Indian heads (background).



RANDALL DAVEY, famous for his paintings of horse-racing scenes, came to Santa Fe 30 years ago, has become a leader of the art colony.



PETER HURD, a famous Southwestern artist, recently painted Screen Actress Peggy Cummins (background). He has a ranch near Roswell.

ART, SCULPTURE ARE MAJOR PRODUCTS

New Mexico's brilliant light, unworldly scenery and infinite potentialities for isolation began attracting artists and writers, first to Taos, as early as 1898. Even earlier Lew Wallace wrote *Ben Hur* while he was territorial governor. Over the years Artists George Bellows and Robert Henri came, as did Writers Willa Cather (*Death Comes for the Archbishop* was based on

Santa Fe's Archbishop Lamy), D. H. Lawrence and Robinson Jeffers. Today part-time or permanent residents include Oliver La Farge, Fred Glidden (Luke Short), Erna Fergusson, Peter Hurd and Georgia O'Keeffe. A major art center, New Mexico encourages artists; by law, the state museum must exhibit any picture by any New Mexican artist requesting a showing.



GEORGIA O'KEEFFE, noted American woman painter, here portrayed in the style of many of her paintings, lives 70 miles north of Santa Fe in a house which

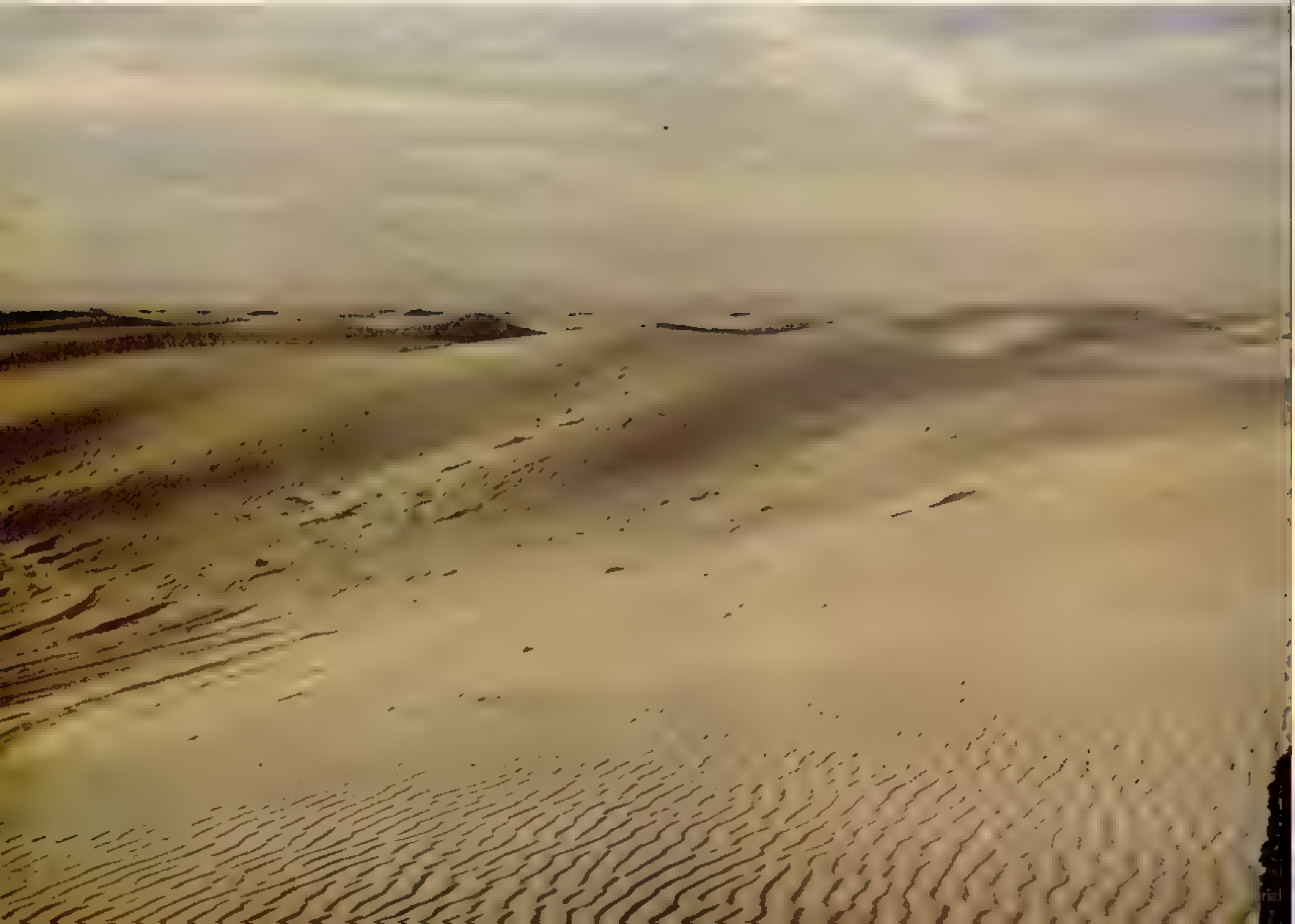
is 40 miles from the nearest telephone and $1\frac{1}{4}$ miles from a highway. She says she loves New Mexico because "the country is so big and nothing is impossible."



RED COUNTRY, several hundred years ago, was a place of beauty. A
that Peaks 10,000 ft. High. Red. which is now a desert landscape.

THE ARID LAND IS BEAUTIFUL AND EMPTY

WHITE SANDS Near Moriport, 100 miles from the coast, 17,000 ft. high, and 100 ft. wide. It is a desert landscape, which is now a desert landscape.





As the fourth largest state, New Mexico contains 122,600 square miles. But only 13% of them are covered by rivers or lakes, the smallest water area of any state, not excluding Rhode Island. The rest is arid desert, game-filled mesas or forest-covered mountains—a wonderfully picturesque land, with its "red country" and its "White Sands," but also superbly dry and therefore relatively empty of towns, ranches, people or even roads. It provided a testing ground when on July 16, 1945 at Alamogordo men first un-

leashed the atom, and it holds enormous reclamation possibilities as well as enormous natural resources like potash, gypsum and coal. (In a fifth of its area New Mexico has enough coal to last the U.S. 300 years at the present rate of use.) It is a land rich in fossils, archaeological remains, centuries-old legends and, especially at twilight, a sort of ancient, sphinx-like mystery. It is one of the few parts of the U.S. where the hardy may yet find vast tracts never explored by a white man nor, perhaps, by any human.





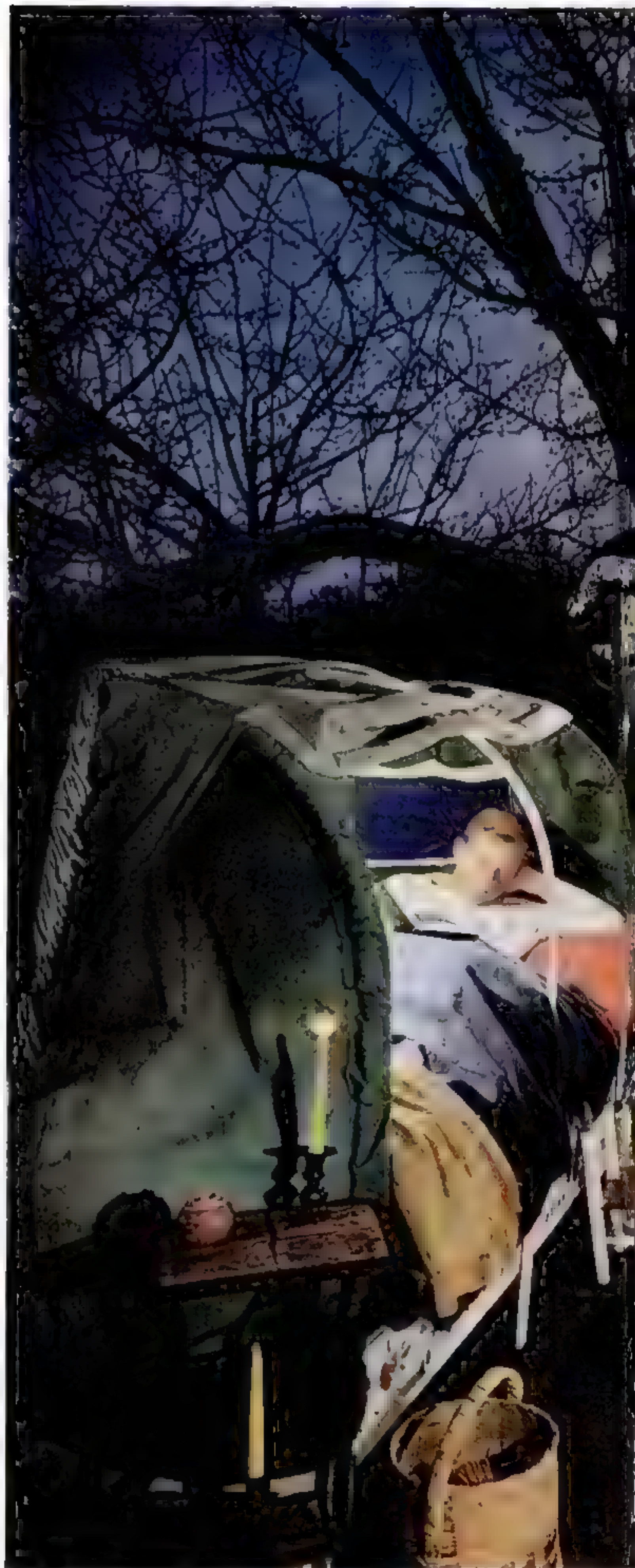
STEAK FRY amidst giant cacti is held weekly for the \$20-a-day guests of famed Camelback Inn near Phoenix. Afterward a wrangler sings them cowboy songs.

OPEN-AIR LIVING

To the visitor, Arizona and New Mexico, though similar in climate, resemble each other in little else. Except in its atomic and Air Force centers and oil boom country, New Mexico chiefly offers unspectacular comfort and simple outdoor activities. Arizona, jazzier and more aggressively seeking tourist business, offers auto courts ("ranchos" in Arizona) at \$5 a day, plushy hotels (up to \$30 a day, American plan), nightclubs and swimming pools. Its Valley of the Sun, a euphemism for the beautiful, but unfortunately named, Salt River Valley, contains lavish dude ranches. Toward Flagstaff are "operating" ranches where a \$12-a-day guest, flatteringly permitted to do real ranch work, may spend a heavenly morning digging ditches.



ARCHAEOLOGICAL DIG is carried on in Sandia Cave near Albuquerque by University of New Mexico students. Human traces may date back to 30,000 B.C.





CHILDREN'S RANCH at Tesuque, N. Mex. boards youngsters for a weekend or a year to parents who are away or separated. Children lead healthy and happy

lives, helping with light chores and characteristic of the Southwest, spending most of their time outdoors—even sleeping in outdoor beds like cove chairs.

CONTINUED ON NEXT PAGE

SOUTHWEST CONTINUED



SURREY WITH FRINGE ON TOP is one of the traditional Western appurtenances used at dude ranches like Monte Vista (*above*) to meet trains and take non-riders to chuck-wagon dinners. Riders or not, everyone wears cow boots, big hats.

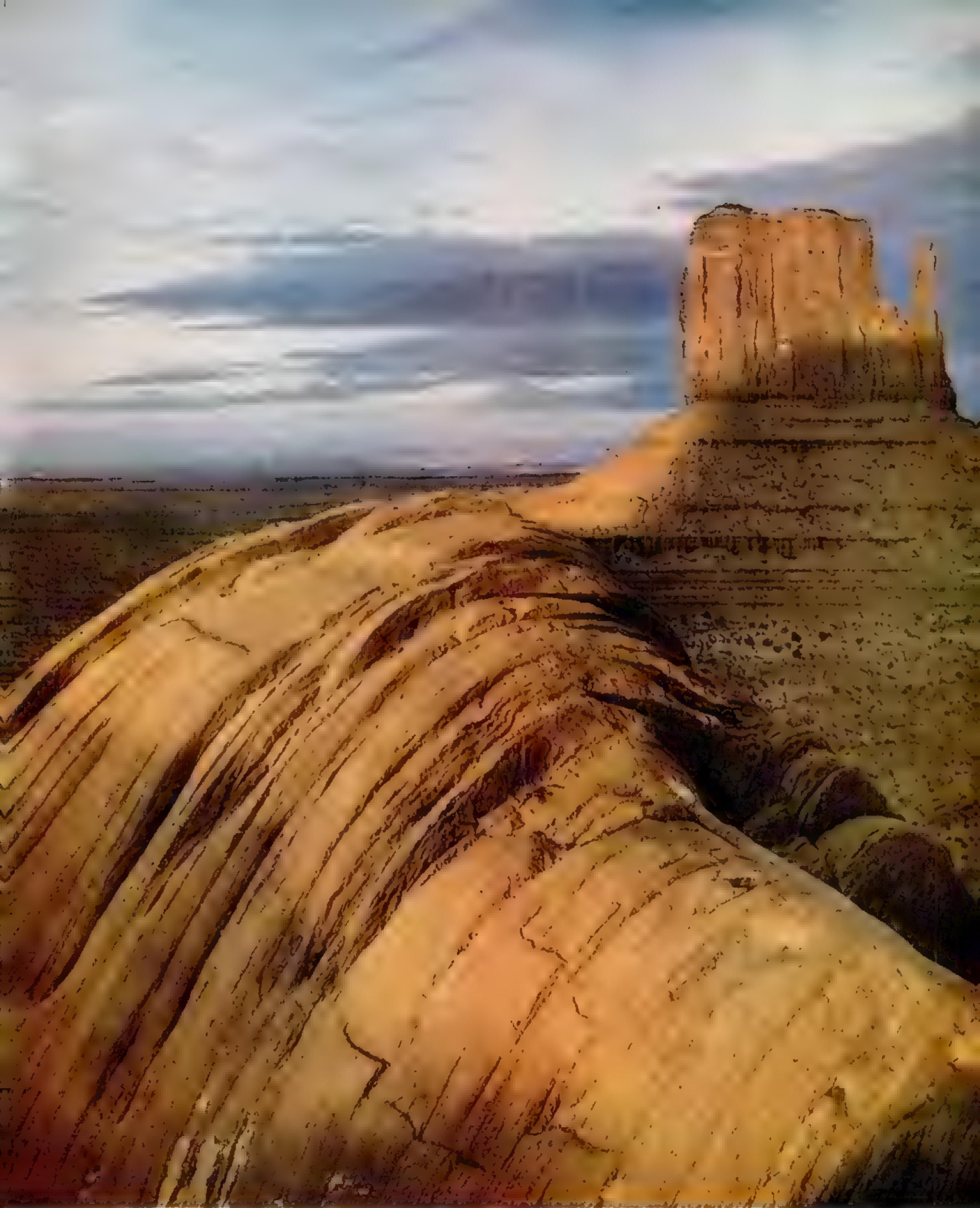


MOST WESTERN STORE in the West is Porter's in Phoenix where cowmen have bought boots, saddles, breeches and Stetsons for 73 years. Here Rancher Ray Cowden tries a \$175 saddle. Some silver-decorated Porter saddles cost \$3,500.



RESORT APARTMENTS like Phoenix's new Arizona Frontier (*above*) are being built in numbers for tourists. From October to June a two-bedroom, two-bath apartment comfortably housing four people costs \$150 a week without meals.





TOWERING BUTTES of Monument Valley, some of them 1,000 feet high, dominate the skyline at sunset. These seemingly unnatural phenomena are the work of water and the winds which cowhands claim can wear away the pine boards of a

fence in a few years. Two prospectors apparently found a fabulously rich silver mine in this dramatic landscape some 70 years ago, but they held their secret. Valley has been location for many movies, including the classic *Sagehen*



MISSION OF SAN XAVIER DEL BAC, which stands on the old San Xavier mission site, is a fine example of the architecture of the Southwest. It is a mission of the Society of Jesus, and it is the only one of its kind in the Southwest. It is a mission of the Society of Jesus, and it is the only one of its kind in the Southwest.

spot is one of the most beautiful in the Southwest. It is a mission of the Society of Jesus, and it is the only one of its kind in the Southwest. It is a mission of the Society of Jesus, and it is the only one of its kind in the Southwest.

Smart

new

Matrix

shoes



*with the wonderful comfort
and superb all-over fit of
"Your Footprint in Leather"*
... worth a Fortune to Your Feet.*



DUCHESS



PARNELL



ARLENE

MATRIX SHOES ARE PRICED \$17.95 AND \$18.95 • *REG. U. S. PAT. OFF., E. P. REED & CO., ROCHESTER 3, N. Y.





OLYMPIC CHAMPION DICK BUTTON DOES HIS FAMED FLYING CAMEL JUMP

DICK BUTTON & CO.

U.S. skaters score in Paris world championships

Until 1948 when Dick Button (*above*) won the world championship in the men's division, foreigners had held an airtight monopoly in figure skating. Before that no U.S. skater had ever won a world title; few had even competed. Last month the U.S. figure-skating team that went to Paris for the championships was the largest in history: two pairs, four women, four men; and the results were the best in history: one first, two seconds, one third.

True to form, Olympic Champion Button, a 19-year-old Harvard freshman, repeated his 1948 triumph in the men's event with a dazzling display of skating mastery. Then 17-year-old Yvonne Sherman (*opposite page*) of New York City placed second to Czechoslovakia's Alena Vrzanova (*below*), and the U.S. "Kennedy Kids," 16-year-old Karol and 21-year-old brother Peter, captivated Paris audiences but finished second to the Hungarian pair of Andrea Kekesy and Ede Kuraly. Button and dynamic young teammates like Yvonne Sherman and the Kennedy Kids were serving notice that the monopoly may be broken for good.



SCHOOL FIGURE is practiced before watchful coach by Alena Vrzanova, 17-year-old Czech beauty, as she perfects smooth form that won her first place.

←YVONNE SHERMAN OF U.S. PERFORMS GRACEFUL BACK-BEND SPIN

CONTINUED ON NEXT PAGE

BEAUTIFUL STAR OF STAGE AND SCREEN SAYS:

"FOR DREAM HANDS
Cream your hands"



"A woman's hands are always in the spotlight. That's why I give my hands the same care I give my face. I *cream* them often...with Pacquins!" says

Madeline Carroll

TRY HER METHOD FOR JUST THREE DAYS...A 12-SECOND HAND MASSAGE WITH NON-STICKY, NON-GREASY

Pacquins Hand Cream

MORNING...NIGHT...ESPECIALLY IN HAND-ROUGHENING WINTER WEATHER

TRY IT yourself! Massage your hands for just 12 seconds with snowy, fragrant Pacquins...every night...every morning...every time hands are chapped or weather-roughened.

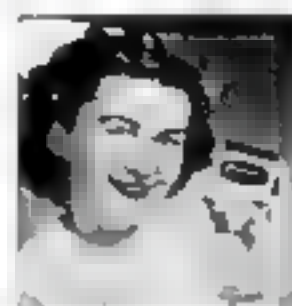
You'll soon see why Pacquins is the favorite hand beauty treatment of so many lovely stars. Your own hands will tell you why...they'll be so much smoother, softer,

better groomed...yes, truly romantic.

When winter cold chaps and dries your hands, Pacquins will help soothe them, smooth them back to loveliness. Pacquins is never sticky, never greasy...leaves no unpleasant after-film. For *dream* hands, keep that jar of Pacquins within reach, and cream, cream, CREAM your hands often...with Pacquins!

Among the famous stars who use Pacquins Hand Cream are:

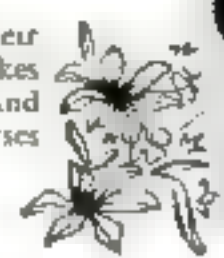
LYNN FONTANNE • RISE STEVENS
VERA ZORINA • GERTRUDE LAWRENCE
JOAN BENNETT • GLADYS SWARTHOUT



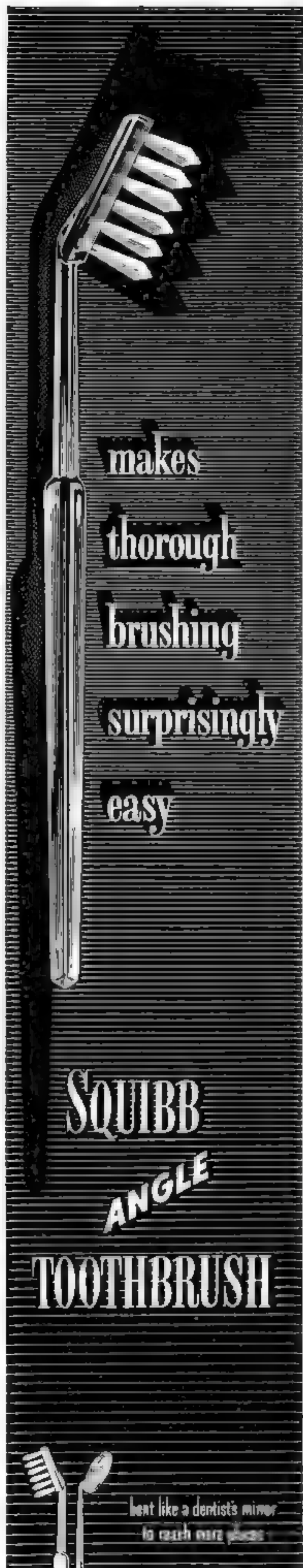
CATHERINE HART, R.N.

"Nurses and doctors are always scrubbing their hands, actually 30 to 40 times a day. It takes a cream like this to protect *our* hands. And Pacquins was originally formulated for nurses and doctors."

ALSO:
FOR EXTRA DRY SKIN
RED LABEL PACQUINS
CONTAINS LAMOLLY!



ON SALE AT ALL COSMETIC COUNTERS IN U. S. AND CANADA



makes
thorough
brushing
surprisingly
easy

SQUIBB
ANGLE
TOOTHBRUSH

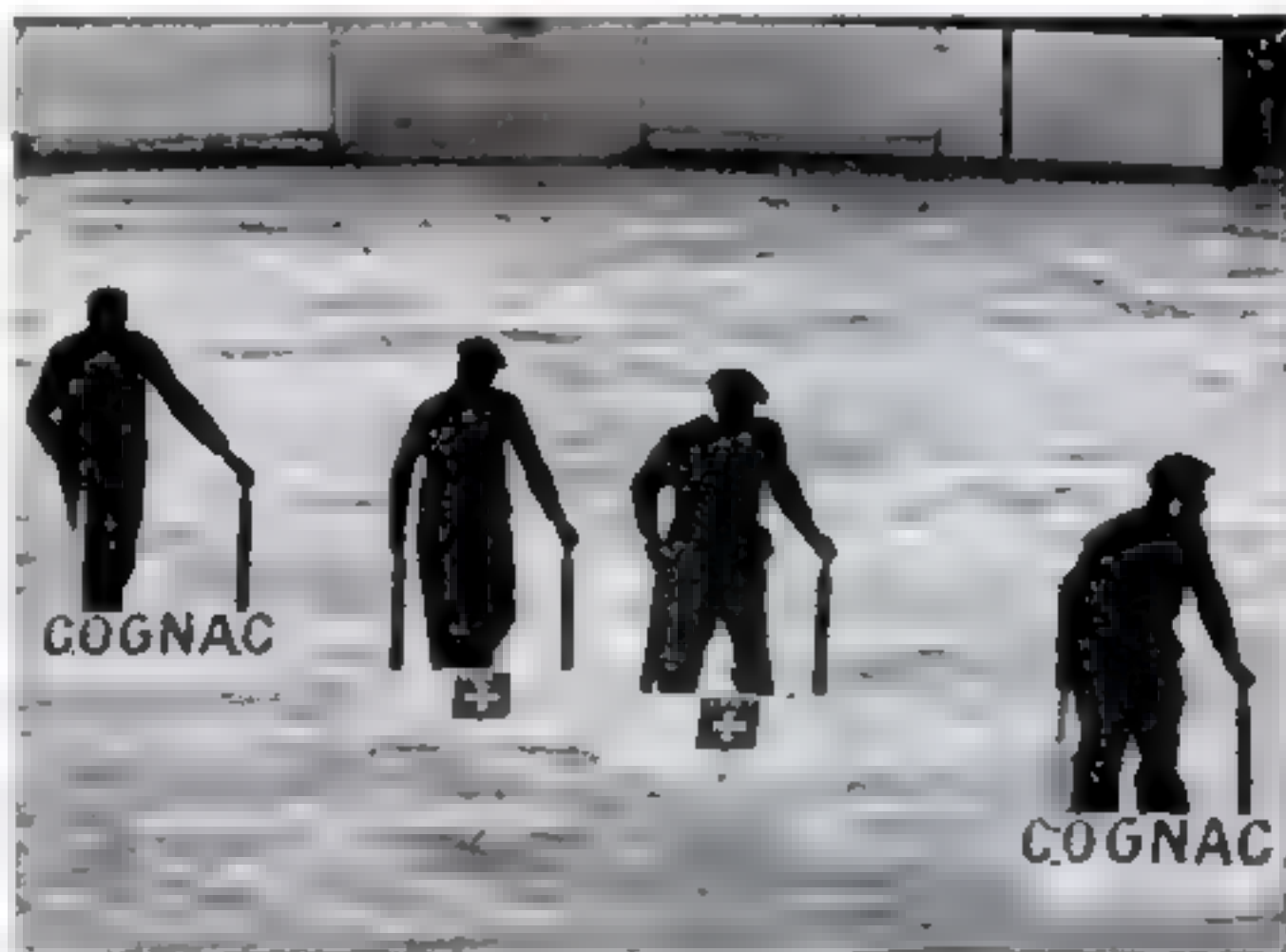
bent like a dentist's mirror
to reach more places



GRIEF-STRICKEN when her skate was torn loose from the shoe, European Champion Eva Pawlick weeps. Favored to win, she was forced to withdraw.



JOYFUL EMBRACE is used by Champions Vrzanova and Button to congratulate each other. It was the first major title for the young Czech skater.



ADVERTISING on ice scrapers is new wrinkle tried out by French cognac maker. Championships were held in Paris Palais des Sports (capacity 16,000).

- built
for comfort...
- designed
for smartness!



Famous diagonal opening lies flat across your chest... gives plenty of room across chest, under arms, around shoulders. No buttons to fuss with. Slip it on over your head. A wide selection of patterns, from \$4.95.



"Next to myself I like 'B.V.D.' best!"

B.V.D.
BRAND



RELIEF
from discomfort of
**ACID
INDIGESTION
CONSTIPATION
SICK HEADACHE
DULLNESS**
due to ordinary sluggishness



Whenever you're headachy, upset, sour because of acid indigestion—take sparkling Eno quick! You'll promptly help neutralize excess stomach acid, ease "full feeling" overnight! When you wake, take

Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



Take
Good-tasting **ENO**



Give it the **Once Over...** and you'll be won over to **"Dutch Boy"** **WONSOVER!**

*To make rooms smile brightly
... just WONSOVER lightly*

Once Over with WONSOVER ... and old walls disappear ... under this velvety, flatteringly flat "decorator" paint!

Once Over with WONSOVER ... the up-to-the-minute one-coat interior finish that not only covers in one coat ... but really washes clean, again and again! It's a real "paint," scientifically blended by the "Dutch Boy's" master hand.

Once Over with WONSOVER. Covers most surfaces in one coat — painted walls and

woodwork or wallpaper. Goes on with creamy smoothness. Leaves no unpleasant odor!

All this and WASHABLE, too! Your beautiful new room can be kept new-looking. Dirty fingerprints, disfiguring smudges, children's pencil marks can't stick in — so they wash right off with soap and water!

Once Over with WONSOVER ... in soft, lovely colors ... as well as white and off-white.

Once Over with WONSOVER and you'll be won over to Wonsover! Get it from your "Dutch Boy" dealer. You'll find his name in your classified telephone book.



FREE COLOR FOLDER!

Shows actual samples of the complete range of "Dutch Boy" Wonsover colors. For your copy, mail coupon to Dept. 42 — are of nearest office listed below.

... MAIL COUPON TODAY! ...
NATIONAL LEAD COMPANY,
Dept. 42, New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 25 (John T. Lewis & Bros. Co.)

Please send "WONSOVER" Color Folder to

Name _____
Address _____
City _____ Zone _____ State _____

National Lead Company



New make-up!
Adorably young
Enchantingly natural!

Pond's

Angel Face

Foundation and powder
—all in one!

Wear it once—love it forever! Angel Face is the new make-up darling of everyone who wants to look like herself—only *much* prettier!

NOT A CAKE MAKE-UP...NOT A GREASY FOUNDATION

A completely different kind of new make-up—Pond's Angel Face is actually foundation and powder *all in one*. A masterpiece of soft-spoken, sweet-tinted flattery—neater to use at the dressing table, and perfect to carry in your handbag because Angel Face *can't spill!*

GOES ON WITH A PUFF—AND STAYS! Angel Face is incredibly easy to use. You just smooth it on with its own downy puff! No watery sponge. No greasy fingertips. No loose, spilly powder. And Angel Face contains a special "cling" ingredient that makes it stay on—much longer than powder! *Hours* after a make-up with Angel Face, your skin still looks exquisitely fresh and velvety!

Society Beauties love it!

"I love Pond's Angel Face. It smooths on so easily... no damp sponge... no drying effect on the skin. And the soft velvety Angel Face color stays on for hours."

THE LADY BRIDGETT POULETT

"I never have that self-conscious 'made-up' feeling with Angel Face—it feels so soft on my skin, and looks so fresh and *real!* And it's ideal for carrying—never spills over handbags or clothes!"

FREDERICA VANDERBILT GAMBLE

Choose from five *true* complexion shades that don't turn lighter or masky on your skin. Complete with a lovely, plump puff, Pond's Angel Face is 89¢, plus tax.



The only make-up neat enough and sweet enough to put on anytime . . . anywhere—Angel Face!



PORTRAIT OF THE AUTHOR OF LEND-LEASE, published here for the first time, is a study by Douglas Chandor for a painting planned along the lines sketched at lower left. President Roosevelt sat for this portrait a month before his death, and his approval of the project is symbolized below the sketch, where the

artist has shown a hand in the process of writing "O.K. F.D.R." The companion portrait of Winston Churchill was reproduced on *LIFE*'s cover last year. Marshal Stalin, however, has so far declined to pose. Latin inscription at top right—"He strives towards a friendly family of nations"—was composed by Mr. Chandor.

THE WAR MEMOIRS OF WINSTON CHURCHILL

THEIR FINEST HOUR: PART VI

The Toulon fleet . . . President Roosevelt's intervention . . .
Britain and Spain . . . Crete . . . Gallant exploit
at Taranto . . . Lend-Lease . . . "Eliminate the dollar mark"

COPYRIGHT 1945 IN U.S.A. BY TIME INC. (PUBLISHER OF TIME AND LIFE) AND THE NEW YORK TIMES COMPANY
WORLD RIGHTS RESERVED. REPRODUCTION IN FULL OR IN PART IN ANY LANGUAGE STRICTLY PROHIBITED.

IN spite of the Armistice and Oran and the ending of our diplomatic relations with Vichy, I never ceased to feel a unity with France. It was our first duty to give loyal support to General de Gaulle in his valiant constancy. On August 7 I signed a military agreement with him which dealt with practical needs. We did everything in our power to aid him and magnify his movement.

At the same time it was necessary to keep in touch with Vichy. I was very glad when at the end of the year the United States sent an Ambassador to Vichy of so much influence and character as Admiral Leahy, who was himself so close to the President. Here at least was a window upon a courtyard to which we had no other access. It was in this spirit that I was to receive in October a certain M. Rougier, who represented himself as acting on the personal instructions of Marshal Pétain.

This mood was hard upon de Gaulle, who had risked all and kept the flag flying, but whose handful of followers outside France could never claim to be an effective alternative French Government. Nevertheless we did our utmost to increase his influence, authority and power. He for his part naturally resented any kind of truck on our part with Vichy, and thought we ought to be exclusively loyal to him. He also felt it to be essential to his position before the French people that he should maintain a proud and haughty demeanour towards "perfidious Albion," although an exile, dependent upon our protection and dwelling in our midst. He had to be rude to the



COMPANION PORTRAIT

Mr. Churchill posed in comfort, wearing slippers and his one-piece siren suit, while Douglas Chandor put final touches to his portrait for the Yalta painting (*opposite*). Portrait shows him in RAF uniform which he wears as honorary air commodore.

British to prove to French eyes that he was not a British puppet. He certainly carried out this policy with perseverance. He even one day explained this technique to me, and I fully comprehended the extraordinary difficulties of his problem. I always admired his massive strength.

As the autumn drew into winter I was concerned with the danger of the two great French battleships attempting to make their way back to Toulon, where they could be completed. It was to Roosevelt that I turned, and not in vain. The President in consequence sent a very severe personal message to the Pétain Government about the Toulon fleet.

"The fact," he said, "that a Government is a prisoner of war of another Power does not justify such a prisoner in serving its conqueror in operations against its former ally."

November 10, 1940

Former Naval Person to President Roosevelt.

"We have been much disturbed by reports of intention of French Government to bring *Jean Bart* and *Richelieu* to Mediterranean for completion. It is difficult to exaggerate [the] potential danger if this were to happen, and so open the way for these ships to fall under German control. . . ."

On November 13 the President replied. He had immediately instructed the American Chargé d'Affaires at Vichy to point out that it was of vital interest to the Government of the United States that these vessels should remain in stations where they would not be ex-

CHURCHILL'S MEMOIRS CONTINUED

posed to control or seizure by a Power which might employ them to ends in conflict with the interests of the United States in the future of the French Fleet. He also offered to buy the ships from the French Government if they would sell them. The President informed me that Pétain had stated to the American Chargé d'Affaires that the most solemn assurances had been given by him that the French Fleet, including the two battleships, would never fall into the hands of Germany: "These ships will be used to defend the possessions and territories of France. Unless we are attacked by the British, they will never be used against England. Even if I wanted to, I cannot sell those ships. It is impossible under the terms of the armistice, and even if it were possible it would never be permitted by the Germans."

The astute policy of Franco

THE attitude of Spain was of even more consequence to us than that of Vichy, with which it was so closely linked. Spain had much to give and even more to take away. We had been neutral in the sanguinary Spanish Civil War. General Franco owed little or nothing to us but much—perhaps life itself—to the Axis

Powers. Hitler and Mussolini had come to his aid. He disliked and feared Hitler. He liked and did not fear Mussolini. At the beginning of the World War Spain had declared, and since then strictly observed, neutrality.

General Franco's policy throughout the war was entirely selfish and cold-blooded. Gratitude to Hitler and Mussolini for their help never entered his head. Nor, on the other hand, did he bear any grudge against England for the hostility of our Left-Wing parties. This narrow-minded tyrant only thought about keeping his blood-drained people out of another war.

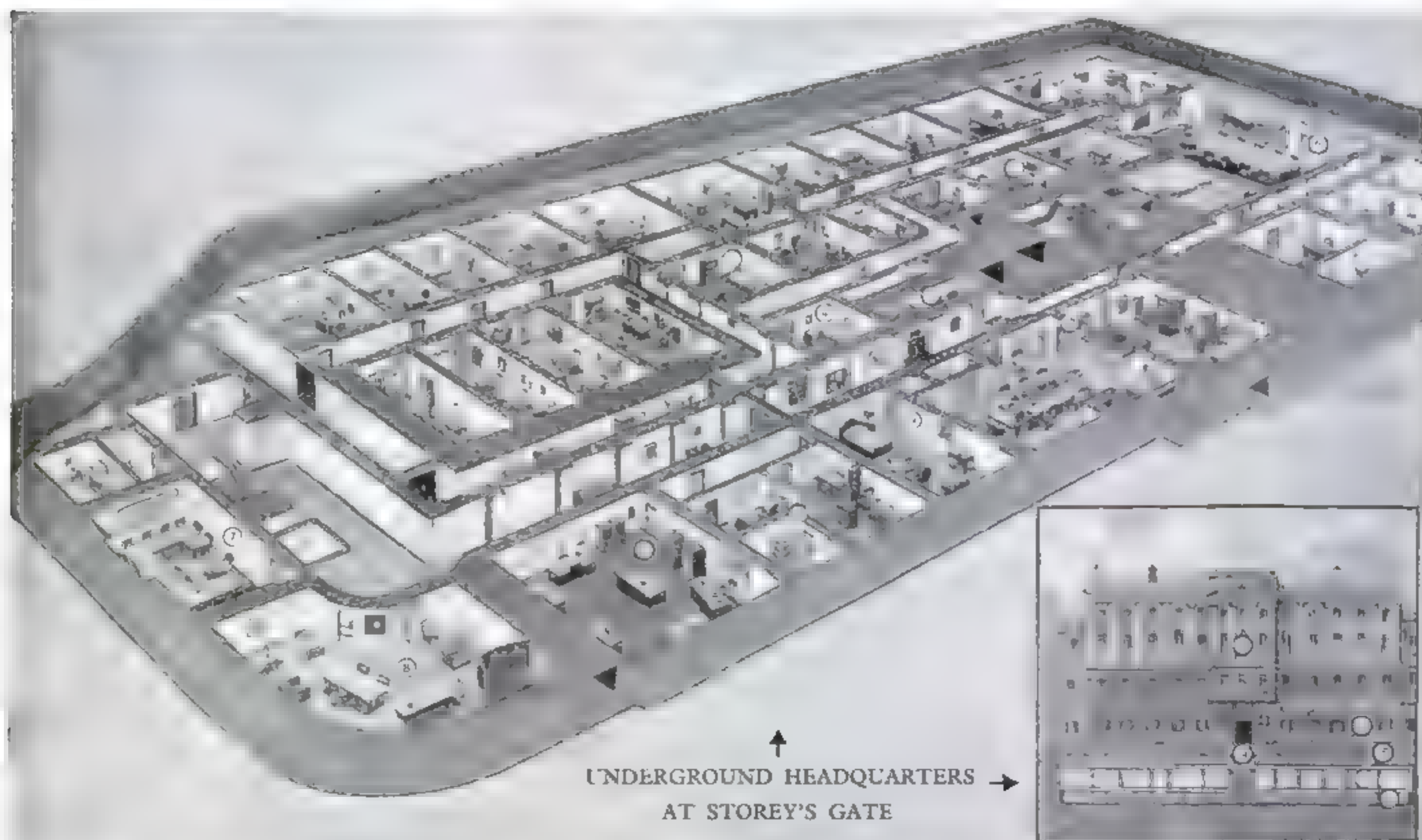
His Majesty's Government were quite content with this unheroic outlook. We wanted not only an unmolested Gibraltar, but the use of the anchorage of Algeciras for our ships and the use of the ground which joins the Rock to the mainland for our ever-expanding air base. Nothing was easier than for the Spaniards to mount or allow to be mounted a dozen heavy guns in the hills behind Algeciras. They had a right to do so at any time, and, once mounted, they could at any moment be fired, and our naval and air bases would

[CONTINUED ON PAGE 87](#)

BRITISH CABINET'S BUNKER

Unprepared for war in most respects, the British government was farsighted enough to build an underground, bombproof governmental headquarters (*below and following two pages*) in 1937. Known as Storey's Gate or "the Annexe", it is 50 feet below ground, about on a level with the bed of the Thames. It will be preserved intact as a World War II memorial. The bunker was designed to sleep and

feed 270 people in 150 offices, rooms and sub-basement dormitories. The structure has a mile of corridors and occupies about six acres beneath the Cabinet Offices building near Whitehall, the principal government district in London. It came closest to being hit when a bomb fell a quarter block away, prompting Mr. Churchill to remark, "Pity it wasn't a bit nearer so that we might have tested our defenses."



KEY TO PRINCIPAL OFFICES AND ROOMS

- | | |
|-----------------------------------|-----------------------------------|
| 1 MR. ATTLEE'S ROOM | 7 WAR CABINET ROOM |
| 2 MR. CHURCHILL'S DINING ROOM | 8 CABINET WAITING ROOM |
| 3 MRS. CHURCHILL'S ROOM | 9 SECRETARIES' OFFICES |
| 4 LORD BEAVERBROOK'S ROOM | 10 PRIVATE SECRETARIES' OFFICES |
| 5 TRANSATLANTIC TELEPHONE ROOM | 11 MR. CHURCHILL'S BEDROOM-OFFICE |
| 6 CHIEFS OF STAFF CONFERENCE ROOM | 12 MAP ROOMS |

KEY TO INSET

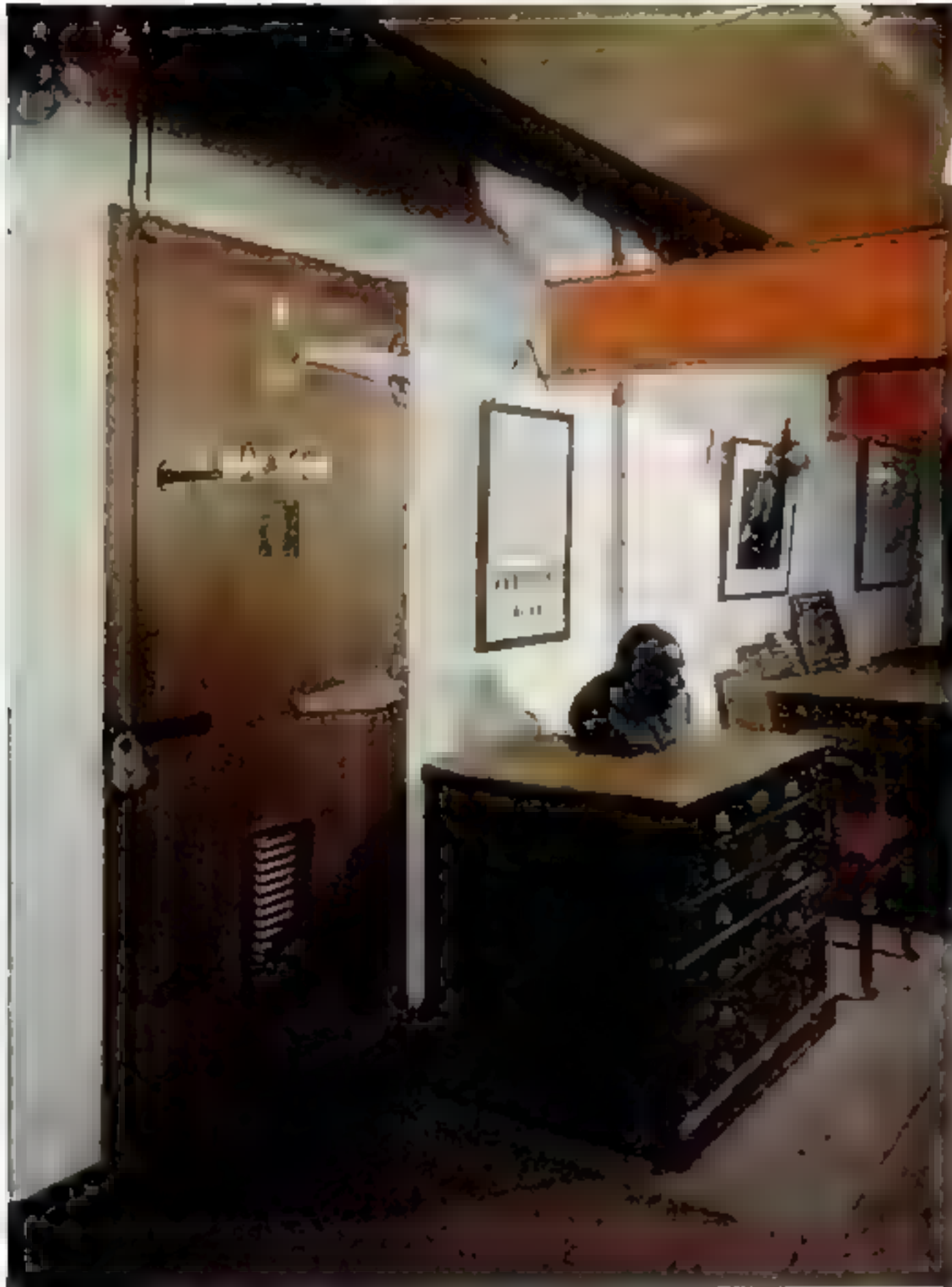
- | |
|---|
| 13 MAIN BUILDING, CABINET OFFICES |
| 14 ENTRANCE AT STREET LEVEL |
| 15 THE CHURCHILLS' GROUND-FLOOR APARTMENT |
| 16 SOLID REINFORCED CONCRETE |
| 17 UNDERGROUND HEADQUARTERS |
| 18 SUB-BASEMENT OFFICES AND DORMITORIES |



MAIN MAP ROOM (*above*) still has wartime situation charts and maps on its walls. Except for the Sept. 15, 1940 air report in left background (*next page*) they show position at the end of World War II hostilities. The colored telephones are direct lines to war rooms in other headquarters.

IN WAR CABINET ROOM (*below*) Mr. Churchill sat in round-backed chair in front of world map, usually flanked by Deputy Prime Minister Clement Attlee and Cabinet Secretary Sir Edward Bridges. Red girders were added to bulwark ceiling as enemy's bombs became more destructive.





CHURCHILL BUST is postwar addition to Storey's Gate. On wall behind it are U.S. Army insignia chart and a photograph of Mr. Churchill.



AIR BATTLE REPORT shows score posted on climactic day of Battle of Britain though it is now known that only 56 enemy planes were shot down.



TRANSATLANTIC TELEPHONE ROOM had direct line over which Churchill talked to Roosevelt. Clock shows time in London and Washington.



CHURCHILL'S BEDROOM-OFFICE was this small, austere chamber. He broadcast his wartime speeches from the desk in foreground.

CHURCHILL'S MEMOIRS

CONTINUED FROM PAGE 84

become unusable. The Rock might once again stand a long siege, but it would be only a rock.

There was another very simple manner in which the Franco Government could have struck us this destructive blow. They could have allowed Hitler's troops to traverse the Peninsula, besiege and take Gibraltar for them, and meanwhile themselves occupy Morocco and French North Africa. However, as the Duke of Wellington wrote in April, 1820: "There is no country in Europe in the affairs of which foreigners can interfere with so little advantage as in those of Spain. There is no country in which foreigners are so much disliked, and even despised, and whose manners and habits are so little congenial with those of the other nations in Europe." Now, a hundred and twenty years later, the Spaniards, reeling and quivering under the self-inflicted mutilations of the civil war, were even less sociable. They did not wish to have foreign armies marching about their country. Even if they were Nazi and Fascist in their ideology, these morose people



VICHY'S CHIEF OF STATE

While supporting De Gaulle's Free French movement, Winston Churchill kept in touch with the collaborationist Vichy regime of Marshal Pétain, shown at a Mass. Mr. Churchill hoped to "make the Vichy Government . . . feel . . . it was never too late to mend."

would rather have the foreigners' room than their company. Franco shared these feelings to the full, and in a most crafty manner he managed to give effect to them. We could admire his astuteness, especially as it was helpful to us.

It is fashionable at the present time to dwell on the vices of General Franco, and I am therefore glad to place on record this testimony to the duplicity and ingratitude of his dealings with Hitler and Mussolini. I shall presently record even greater services which these evil qualities in General Franco rendered to the Allied cause.

A new outrage by Mussolini

A FRESH, though not entirely unexpected, outrage by Mussolini now broke upon the Mediterranean scene. Before dawn on October 28 the Italian Minister in Athens presented an ultimatum to General Metaxas, the Premier of Greece. Mussolini demanded that the whole of Greece should be opened to Italian troops. At the same time the Italian army in Albania invaded Greece at various points. The Greek Government, whose forces were by no means unready on the frontier, rejected the ultimatum. They also invoked the guarantee given by Mr. Chamberlain on April 13, 1939. This we were bound to honour. One salient strategic fact leaped out upon us—Crete! The

CONTINUED ON PAGE 91

You can get SLEEP!



She can thank Phillips' ANTACID ACTION for this!

When acid indigestion keeps you awake at night, don't fume and fret about it. This condition—which often accompanies constipation—can be relieved easily and quickly. All you do is take Phillips' Milk of Magnesia before retiring.

One of the fastest, most effective antacids known, Phillips' goes to work almost instantly to ease away sleep-robbing acid indigestion. And in what seems like no time at all you're deep in sleep . . . a sound, peaceful, wonderful sleep!

And you'll awaken ON THE SUNNY SIDE!



She can thank Phillips' LAXATIVE ACTION for this!

Besides being an excellent *antacid*, Double-Action Phillips' is also a marvelous *laxative*. That's why, when morning comes, it brings you gentle, effective constipation relief . . . so you're not only rested after your night of slumber, but start the day on the sunny side—bright, cheerful, thoroughly refreshed!



Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



...and *still more* are

PAUL MAY,
New York, N.Y., switched to Calvert because it's smoother for smoother cocktails.

BERT BOYER,
Los Angeles, Calif., switched to Calvert because it's what all his friends praised it.

RALPH SPECIA,
New York, N.Y., switched to Calvert because it tastes better, gives more value.

JOSEPH F. JOE,
Baltimore, Md., switched to Calvert because it makes a better, smoother cocktail.

THEODORE ZIMOWSKI,
Greenwich, Conn., switched to Calvert because it really does taste smoother.

FRANK L. KRUISEK,
St. Paul, Minn., switched to Calvert because Calvert drinks are always mellow.

WILEY ESCUE,
San Francisco, Calif., switched to Calvert because it makes a longer drink much better.

TOM MCGARRY,
Burlington, Vt., switched to Calvert because Calvert means quality every time.

CHESTER KUCINSKI,
Chicago, Ill., switched to Calvert for its smoother, more pleasant taste.

JOHN J. PAI,
Newark, N.J., switched to Calvert because it makes a delicious cocktail.

GEORGE ASTOR,
Haverhill, Mass., switched to Calvert because it makes a delicious cocktail.

GEORGE L. WEISENSEL,
Baltimore, Md., switched to Calvert because Calvert is better made, better tasting.

JOE CLARK,
Buffalo, N.Y., switched to Calvert because he and his friends prefer it to all.

HAL TUNIS,
Newark, N.J., switched to Calvert because Calvert's flavor suits him perfectly.

MORRIS HIGH,
Little Rock, Ark., switched to Calvert because Calvert tastes so much better.

JOE W. SPELLMAN,
Galesburg, Ill., switched to Calvert after trying its smoother, milder taste.

FRANK BRANCATO,
Jamaica, N.Y., switched to Calvert because it's the smoothest, mildest blend.

K. C. GALLOWAY,
Palm Beach, Fla., switched to Calvert Reserve for its much s-m-o-o-t-h-e-r taste.

JACK BROOKS,
Jacksonville, Fla., switched to Calvert because Calvert is milder in any drink.

HAROLD L. WINTER,
Oakland, Calif., switched to Calvert because he prefers Calvert's mild smoothness.

IRVING S. MENEMAN, Jr.,
Beverly Hills, Calif., switched to Calvert because one sip tells you it's better made.

HARRY T. HORSLEY,
Minneapolis, Minn., switched to Calvert because it tastes better any way it's served.

KENNETH R. REEVES,
Boston, Mass., switched to Calvert because it makes lighter, milder Manhattans.

STANLEY J. SMITH,
Beverly Hills, Calif., switched to Calvert because he learned that Calvert really is lighter and milder.

JOHN V. FENDER,
Memphis, Tenn., switched to Calvert because it's the best deal in whiskey today.

WILLIAM PETERS,
St. Paul, Minn., switched to Calvert because Calvert's mildness always pleases.

MEL STARKEL,
Fresno, Calif., switched to Calvert because Calvert is smoother in any drink.

ANTONIO GIANNETTI,
Springfield, Mass., switched to Calvert because it tastes mellower in mixed drinks.

EDWARD T. KORDT,
Chicago, Ill., switched to Calvert because it's the smartest buy every time.

...because **Calvert Reserve** is

Copyrighted material

How to catch a fine fish meal...

Any time you get a hankering for seafood, you can do something about it. Yes, *really* something! For to community after community, A&P Super Markets are "Fish Headquarters." And making them so took some tall doing.

A&P established fish and seafood purchasing offices and shipping plants at many places where famous fleets dock with their catches... at New York, Boston, Baltimore, Miami... ports along the Great Lakes... to be Johnny-on-the-spot to pick the best. And A&P enlisted skilled staffs of experts to buy, process and transport fish and seafood... and to do it all in jig time for assured quality and freshness control.

Today, hundreds of miles from fishing waters, there are seafood specialty departments in A&P Super Markets. They are manned by trained men who work with modern refrigeration and observe strict procedures for freshness protection... to guarantee that whatever you select will come as close as possible to giving you "right-out-of-the-water" flavor.



No matter what cooking preference you have for fresh fish or seafood... broiling, frying or poaching... your A&P Fish Department will clean and prepare your choice accordingly, and at no extra cost.

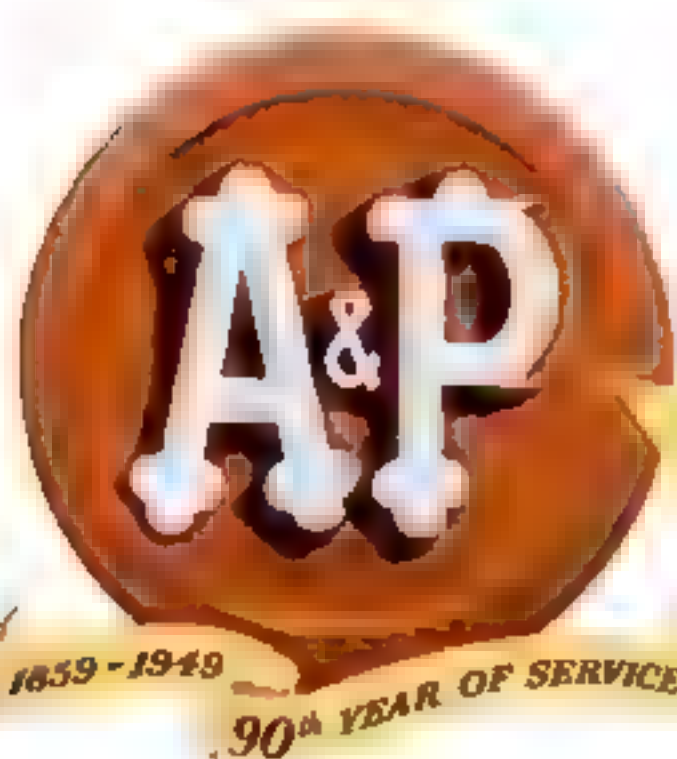
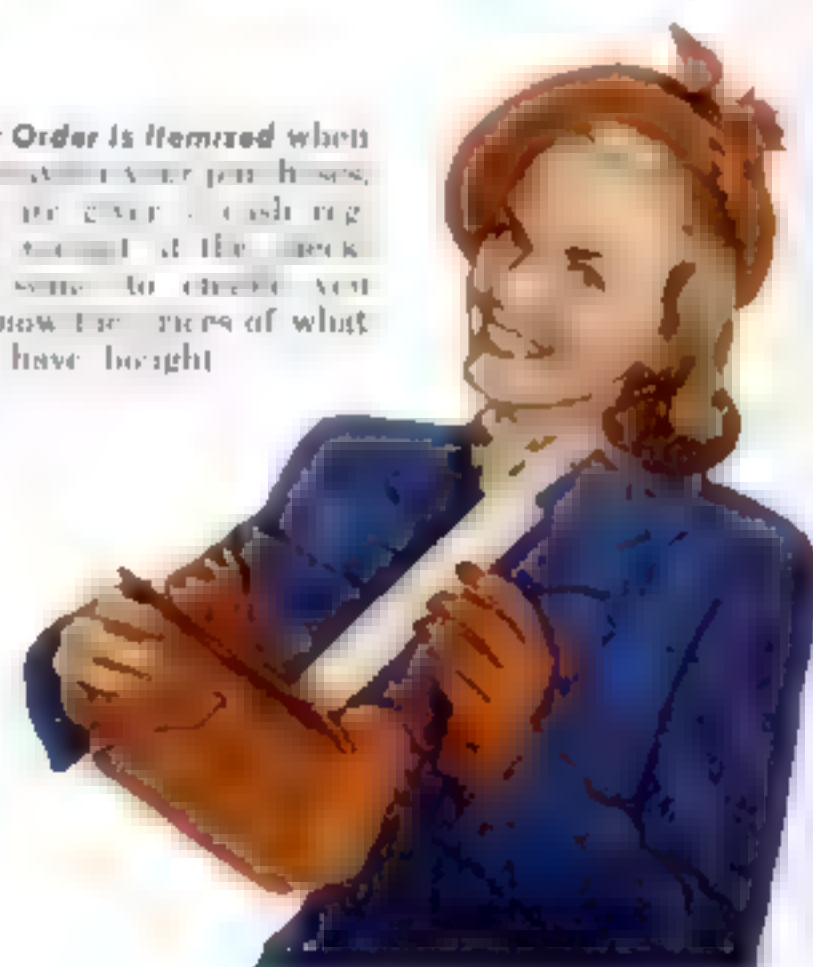


Correct Weight Always is the aim of all A&P people. And they want you to confirm weights. All scales are placed to let you see the dial easily.



Friendly, Willing Service is the code of every A&P and every department in it. When you visit an A&P you're a guest... and will be treated so.

Your Order is Itemized when you make your purchases. You are ever a cash register at the check-out stand to check out to know the prices of what you have bought.



A&P Super Markets



YOU CAN HELP US! Have you an idea for improving the service of your A&P? If you have, please write us. We want to make your A&P the best possible place to market for food in your community. Address: CUSTOMER RELATIONS DEPARTMENT, A&P Food Stores, Graybar Building, New York 17, N. Y.

CHURCHILL'S MEMOIRS CONTINUED

Italians must not have it. We must get it first—and at once. It was fortunate that at this moment Mr. Eden was in the Middle East, and that I thus had a ministerial colleague on the spot with whom to deal. I telegraphed to him:

October 29, 1940

Prime Minister to Mr. Eden (at Khartoum).

"It seems of prime importance to hold the best airfield possible and a naval fuelling base at Suda Bay. Successful defence of Crete is invaluable aid to defence of Egypt. Loss of Crete to the Italians would be a grievous aggravation of all Mediterranean difficulties. . . ."

At the invitation of the Greek Government, Suda Bay, the best harbour in Crete, was occupied by our forces two days later.

During Mr. Eden's earlier conferences and talks with General Wavell he was told in extreme secrecy that a plan was being made to attack the Italians in the Western Desert. General Wavell

TO CHAMBERLAIN

During the closing months of 1940 the House of Commons continued to meet in spite of the blitz. On Nov. 12 tributes were paid to one of the members who had just died, ex-Prime Minister Neville Chamberlain. Among the speakers was Mr. Churchill, Mr. Chamberlain's most prominent critic, shown at right leaving the funeral service at Westminster Abbey. His speech tells a great deal about the traditions of English political life:

" . . . At the lychgate we may all pass our own conduct and our own judgments under a searching review. It is not given to human beings, happily for them, for otherwise life would be intolerable, to foresee or to predict to any large extent the unfolding course of events. In one phase men seem to have been right, in another they seem to have been wrong. Then again, a few years later, when the perspective of time has lengthened, all stands in a different setting. There is a new proportion. There is another scale of values. History with its flickering lamp stumbles along the trail of the past, trying to reconstruct its scenes, to revive its echoes, and kindle with pale gleams the passion of former days. What is the worth of all this? The only guide to a man is his conscience; the only shield to his memory is the rectitude and sincerity of his actions. It is very imprudent to walk through life without this shield, because we are so often mocked by the failure of our hopes and the upsetting of our calculations; but with this shield, however the fates may play, we march always in the ranks of honour.

" . . . Whatever else history may or may not say about these terrible, tremendous years, we can be sure that Neville Chamberlain acted with perfect sincerity according to his lights and strove to the utmost of his capacity and authority . . . to save the world from the . . . struggle in which we are now engaged."



begged the Secretary of State for War not to send any telegram on this subject, but to tell us verbally about it when he got home. Thus for some weeks we remained without knowledge of the way their minds were moving.

The Secretary of State for War got back home on November 8, and came that evening after the usual raid had begun to see me in my temporary underground abode in Piccadilly. He unfolded in considerable detail to a select circle, including the C.I.G.S. and General Ismay, the offensive plan which General Wavell and General Wilson had conceived and prepared. No longer were we to await in our fortified lines at Mersa Matruh an Italian assault, for which defensive battle such long and artful preparations had been made. On the contrary, within a month or so we were ourselves to attack. The operation was to be called "Compass."

As will be seen from the map (p. 93), Marshal Graziani's Italian army, now above 80,000 strong, which had crossed the Egyptian frontier, was spread over a fifty-mile front in a series

CONTINUED ON NEXT PAGE

PALL MALL's greater length filters the smoke on the way to your throat



*Filters the smoke
and makes it mild*

Discover for yourself why so many of your friends have changed to the *longer, finer* cigarette—PALL MALL. Its greater length of traditionally fine, mellow tobaccos serves as a longer, natural filter to screen and cool the smoke on the way to your throat—yes, filters the smoke and makes it mild. Thus PALL MALL gives you a *smoothness, mildness* and *satisfaction* no other cigarette offers you. Enjoy the *longer, finer* cigarette in the distinguished red

package—PALL MALL Famous

Cigarettes—
good to look at,
good to feel,
good to taste,
and good to
smoke.



OUTSTANDING and they are mild!

I Wear False Teeth
 yet my mouth feels
 fresh, clean and cool
 No "DENTURE BREATH" for me*



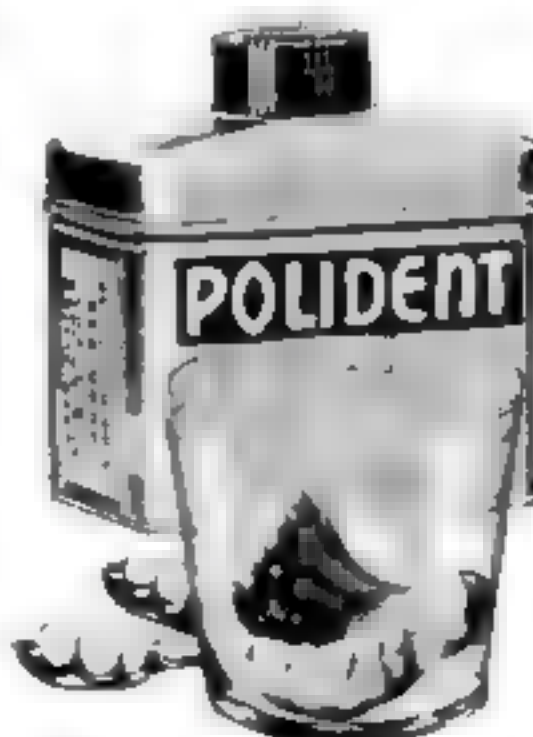
*"I soak my plates in Polident every day... to avoid Denture Breath. It's such a blessing to know that they are odor-free."

Mrs. J. R. S., Midland, Ark.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drugstores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH

Amazing New Cream Holds Tighter, Longer
 than anything you've ever tried
 or double your money back

POLI-GRIP
Made and Guaranteed by
POLIDENT



ACTION AT TARANTO

British air raid on Taranto (*map, opposite*) damaged three Italian battleships, one of which is shown listing to starboard, with oil pouring from her. This action late in 1940, Mr. Churchill says, "decisively altered" naval power balance in the Mediterranean.

of fortified camps. Between the enemy's right flank at Sofafi and his next camp at Nibeiwa there was a gap of over twenty miles. The plan was to make an offensive spring through this gap. This plan involved a serious risk, but also offered a glittering prize worthy of the hazard. The arrival of our vanguard on the sea at Buq Buq or thereabouts would cut the communications of three-quarters of Marshal Graziani's army. Attacked by surprise from the rear, they might well be forced as a result of vigorous fighting into mass surrenders. In this case the Italian front would be irretrievably broken. With all their best troops captured or destroyed, no force would be left capable of withstanding a further onslaught, nor could any organised retreat be made to Tripoli along the hundreds of miles of coastal road.

I purred like six cats. Here was something worth doing. It was decided there and then, subject to the agreement of the Chiefs of Staff and the War Cabinet, to give immediate sanction and all possible support to this splendid enterprise.

In due course these proposals were brought before the War Cabinet. I was ready to state the case or have it stated. But when my colleagues learned that the Generals on the spot and the Chiefs of Staff were in full agreement with me and Mr. Eden, they declared that they did not wish to know the details of the plan, that the fewer who knew them the better, and that they whole-heartedly approved the general policy of the offensive. This was the attitude which the War Cabinet adopted on several important occasions, and I record it here that it may be a model, should similar dangers and difficulties arise in future times.

The Fleet Air Arm strikes a blow

THE Italian Fleet had not reacted in any way against our occupation of Crete, but Admiral Cunningham had for some time been anxious to strike a blow at them with his now augmented naval air forces as they lay in their main base at Taranto. The attack was delivered on November 11 as the climax of a well-concerted series of operations, during which Malta received troops, and further naval reinforcements, including the battleship *Barham*, two cruisers and three destroyers, reached Alexandria. Taranto lies in the heel of Italy three hundred and twenty miles from Malta. Its magnificent harbour was heavily defended against all modern forms of attack. The arrival at Malta of some fast reconnaissance machines enabled us to discern our prey. The British plan was to fly two waves of aircraft from the *Illustrious*, the first of twelve and the second of nine, of which eleven were to carry torpedoes, the rest either bombs or flares.

The *Illustrious* released her aircraft shortly after dark from a point about a hundred and seventy miles from Taranto. For an hour the battle raged amid fire and destruction among the Italian ships. Despite the heavy flak only two of our aircraft were shot down. The rest flew safely back to the *Illustrious*.

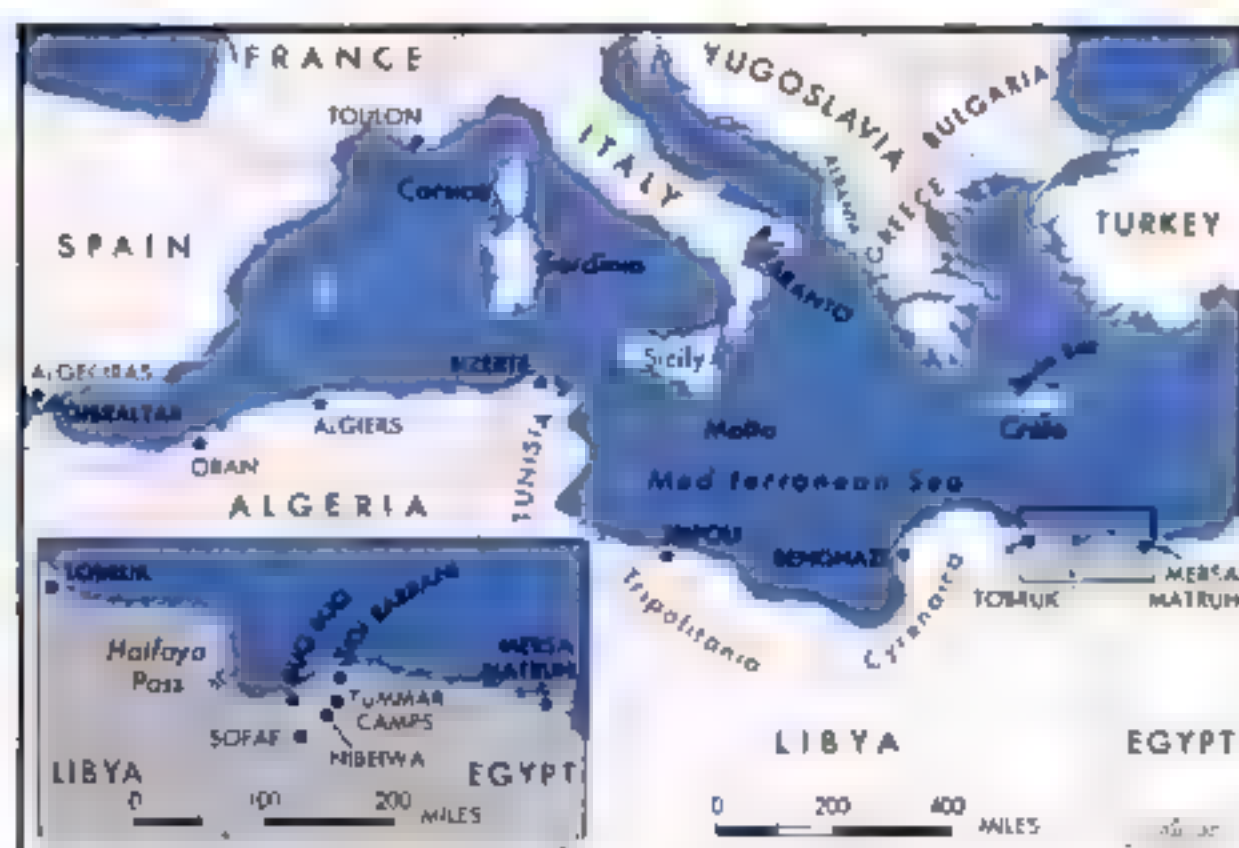
By this single stroke the balance of naval power in the Mediterranean was decisively altered. The air photographs showed that three battleships, one of them the new *Littorio*, had been torpedoed, and in addition one cruiser was reported hit and much damage inflicted on the dockyard. Half the Italian battle fleet was disabled for at least six months, and the Fleet Air Arm could rejoice at having seized by their gallant exploit one of the rare opportunities presented to them.

An ironic touch is imparted to this event by the fact that on this very day the Italian Air Force at the express wish of Mussolini had taken part in the air attack on Great Britain. They might have found better employment defending their fleet at Taranto.

ABOVE the roar and clash of arms there now loomed upon us a world-fateful event of a different order. The United States Presidential Election took place on November 5. In spite of the tenacity and vigour with which these four-yearly contests are conducted, and the bitter differences on domestic issues which at this time divided the two main parties, the Supreme Cause was respected by the responsible leaders, Republicans and Democrats alike. At Cleveland on November 2 Mr. Roosevelt said: "Our policy is to give all possible material aid to the nations which still resist aggression across the Atlantic and Pacific Oceans." His opponent, Mr. Wendell Willkie, declared the same day at Madison Square Garden: "All of us—Republicans, Democrats and Independents—believe in giving aid to the heroic British people. We must make available to them the products of our industry."

This larger patriotism guarded both the safety of the American Union and our life. Still, it was with profound anxiety that I awaited the result. No new-comer into power could possess or soon acquire the knowledge and experience of Franklin Roosevelt. None could equal his commanding gifts. My own relations with him had been most carefully fostered by me, and seemed already to have reached a degree of confidence and friendship which was a vital factor in all my thought. To close the slowly-built-up comradeship, to break the continuity of all our discussions, to begin again with a new mind and personality, seemed to me a repellent prospect. Since Dunkirk, I had not been conscious of the same

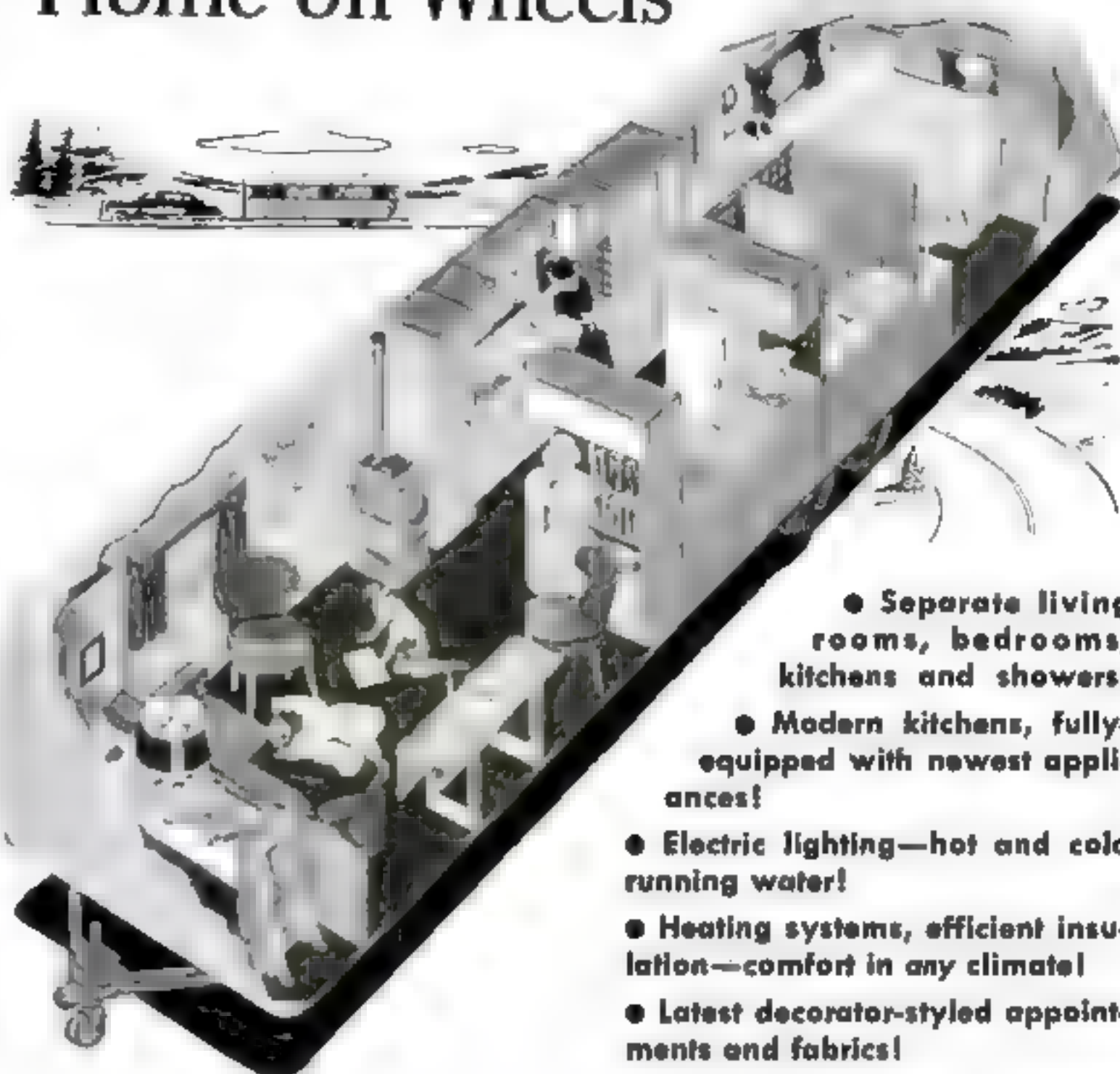
CONTINUED ON NEXT PAGE



MEDITERRANEAN DANGER POINTS

In the fall of 1940 the British were worried about their communications in the Middle East after Italians advanced into Egypt as far as the line Sidi Barrani-Sofafi (inset). There were dangers on the naval side too: Gibraltar was always open to bombardment from the heights above Algeiras; the Vichy French warships at Toulon might be taken over by Germany; Malta needed air reinforcements. After Mussolini marched into Greece from Albania the British occupied Suda Bay in Crete, and by an air attack on Taranto disabled half the Italian battle fleet for over six months.

Completely furnished low-cost "Home on Wheels"



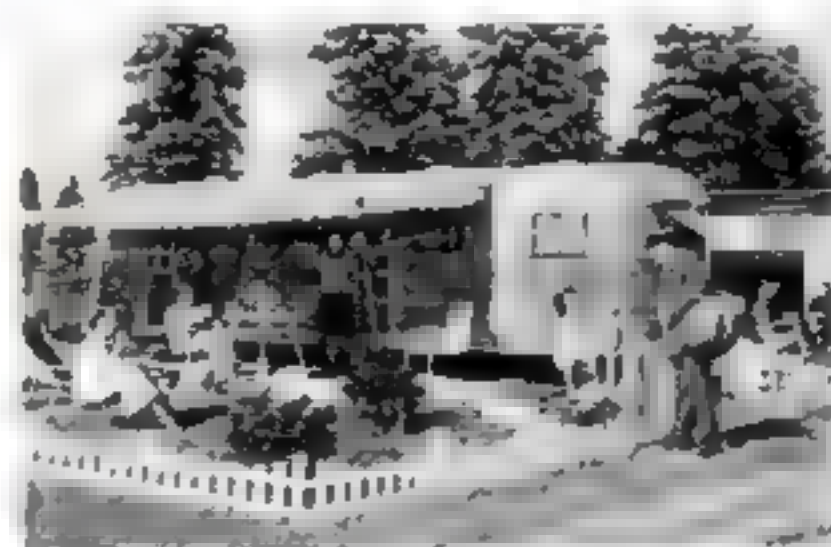
- Separate living rooms, bedrooms, kitchens and showers!
- Modern kitchens, fully-equipped with newest appliances!
- Electric lighting—hot and cold running water!
- Heating systems, efficient insulation—comfort in any climate!
- Latest decorator-styled appointments and fabrics!
- Sold in one complete economy "package" available now!

Over a million
Americans find these
smartly appointed
trailers an attractive
answer to the
housing question

You'll be astonished at the completeness and beauty of a modern trailer. Amazed by its modest price. Enthusiastic about the greater leisure of its simpler, easier living.

For the greatest values and dependable performance buy a trailer coach bearing the T.C.M.A. symbol. It meets the Association's exacting standards.

Write for the free 72-page booklet giving specifications of America's finest makes. Address Dept. L-39, Trailer Coach Manufacturers Ass'n., Civic Opera Bldg., Chicago 6, Illinois.



TRAILER PARKS PROVE NEW MONEY MAKERS

Thousands of business men are finding them excellent new profit opportunities. T.C.M.A. will give you guidance in starting or improving a trailer park. Even to free architect's plans and advice of other experts. Ask for "Planning a Profitable Trailer Park." Write to Trailer Parks, T.C.M.A., Dept. L-39, Civic Opera Bldg., Chicago 6, Illinois.



Trailer Coach Manufacturers Assn.

THE TOMA BYRRELL MANUFACTURES THE BEST TRAILER COACHES AND THE BEST TRAILER PARKS

MAIN-LINE • MAJESTIC • MODERN • NATIONAL • OVERLAND • PACEMAKER • PALACE • PAN AMERICAN • PEERLESS
PLATT • PRAIRIE SCHOONER • RICHARDSON • ROYCRAFT • SCHULT • SILVER DOME • SPARTAN AIRCRAFT
SPORTSMAN-COLONIAL • STEWART • STREAMLITE • SUPERIOR • SUPREME • TERRA CRUISER • TINI HOME
TRANSCONTINENTAL • TRAVELITE • TRAVELMASTER • TRAVEL-O • TROTWOOD • UNIVERSAL • VAGABOND • VINDALE
WALCO • WHITLEY • ZIMMER • ALL STATES • AMERICAN • CASTLE • CLIPPER • COLUMBIA • CONTINENTAL
DUO • EL CAR • EMPIRE • GENERAL • GLIDER • HOWARD • INDIAN • INGLIS-SCHULT • INTERNATIONAL • IRONWOOD
KIT • KOZY COACH • LA SALLE • LIBERTY • LIGHTHOUSE • LUXOR



you'll enjoy

CORONET

brandy highball...

because Coronet is lighter...

cleaner-tasting...

with soda, ginger ale,

or cola

California Grape Brandy 84 proof. Brandy Distillers Corp., 350 Fifth Ave., N.Y. 1, N.Y.

© 1939 BRANDY DISTILLERS CORP.

CHURCHILL'S MEMOIRS CONTINUED

sense of strain. It was with indescribable relief that I received the news that President Roosevelt had been re-elected.

November 6, 1940

Former Naval Person to President Roosevelt.

"I did not think it right for me as a foreigner to express any opinion upon American politics while the election was on, but now I feel you will not mind my saying that I prayed for your success and that I am truly thankful for it. This does not mean that I seek or wish for anything more than the full, fair and free play of your mind upon the world issues now at stake in which our two nations have to discharge their respective duties. . . . Things are afoot which will be remembered as long as the English language is spoken in any quarter of the globe, and in expressing the comfort I feel that the people of the United States have once again cast these great burdens upon you I must avow my sure faith that the lights by which we steer will bring us all safely to anchor."

Curiously enough, I never received any answer to this telegram. It may well have been engulfed in the vast mass of congratulatory messages which were swept aside by urgent work.

IN mid-November Lord Lothian, who had recently flown home from Washington, spent two days with me at Ditchley. I had been advised not to make a habit of staying at Chequers every week-end, especially when the moon was full, in case the enemy should pay me special attention. Mr. Ronald Tree and his wife



"DEMOCRACY IS JUST A BIG FAKE"

Low's cartoon records Hitler's disgust, and the Allies' delight, when both Roosevelt and Willkie endorsed aid to Britain in 1940.

made me and my staff very welcome many times at their large and charming house near Oxford. In these agreeable surroundings I received the Ambassador. He was fresh from intimate contact with the President, with whom he had established a warm personal friendship. His mind was now set upon the Dollar problem; this was grim indeed.

Britain entered the war with about \$4,500 millions in dollars, or in gold and in United States investments that could be turned into dollars. The only way in which these resources could be increased was by new gold-production in the British Empire, mainly of course in South Africa, and by vigorous efforts to export goods, principally luxury goods, such as whisky, fine woollens and pottery, to the United States. By these means an additional 2,000 million dollars were procured during the first sixteen months of the war. During the period of the "Twilight War" we were torn between a vehement desire to order munitions in America and gnawing fear as our dollar resources dwindled.

When the war exploded into hideous reality in May, 1940, we were conscious that a new era had dawned in Anglo-American relations. Fighting for life and presently alone under ceaseless bombardment, with invasion glaring upon us, it would have been false economy and misdirected prudence to worry too much about

CONTINUED ON PAGE 97



Color photograph by James J. Connors, Clock Tower in Bern, Switzerland, 1974

WHAT TIME IS IT?

THAT QUESTION is one of the most frequently asked the world over. And the answer, from Patagonia to Peking from Carcassonne to Calcutta, is most frequently given by a Swiss Watch.

There is a very good reason for this. For nearly three hundred years the Swiss Watch has timed the world. Today, more people, in more places, own Swiss watches than any other kind.

In this world wide popularity the watchmakers of Switzerland feel a deep obligation—to follow the same traditions of craftsmanship that have been handed down from father to son for generations past—to carry on the ideals which assure you that your new Swiss Watch will be an outstanding value at its price.

70% WATCHMAKERS of  SWITZERLAND

WHY SWITZERLAND IS YOUR BEST CASH CUSTOMER IN EUROPE

For every dollar that Americans spend in Switzerland is the purchase of Swiss goods. From the U.S.A. we can't get our goods, our cars, our medicines, our clothes, our food, and pay cash. For every U.S. dollar we buy in Switzerland we get a cash customer for the goods we want.

Here's how—

...to take a Smooth photograph



1. All-Around Equipment for amateur starts with reasonably good camera—and set of flash or flood lamps. A "baby spot" is mighty handy for casting highlights.



2. For Background, photographer aims at simplicity. Here he directs rearrangement of a drapery or fears may be distracting because of its figured pattern.



3. In Posing Subject, photographer tries to keep her relaxed, back to camera. He avoids her shoulders, often shattering—prefers to shoot from an angle.



4. For Good Composition, it's usually best to keep the principal point of interest above and to the right of the center line, as in this picture.



5. Unbalanced Lighting (stronger on one side) adds third dimensional effect. Back lighting hits subject out of background. Often used at actor's glamour.



6. To Decide Exposure, a meter is best. Now you're set to take a smooth photograph to preserve for all time the memories of mellow moments.

...to enjoy a Mellow moment



7. Success calls for a toast, so the host calls for Hamm's smooth, and mellow beer.



8. For Any Occasion, say "Here's How!" with Hamm's. It's the smooth and mellow beer preferred for mellow moments first class of millions for 84 years. One taste and you will prefer Hamm's, too. Nothing finer anywhere.

Here's how...with

Hamm's Beer

Smooth and Mellow



IS ONE OF SIX DOG-HEAD CAPS
ON NEW CHILD'S SIZE
LISTERINE TOOTH PASTE
(on sale at all drug counters—each head in 6 colors)



Tear out this ad, check item you want, print name and address in margin, and send with 25¢ to Department L, Lambert Pharmacol Company, St. Louis, Mo.

NEW ... AND GET SPECIAL FOLDER OF ACTION PICTURES OF EACH DOG... AT NO EXTRA COST!

YOU'RE IN when you join **KENTUCKY CLUB**



Yes sir, you're in good company with Kentucky Club. It brings new joy in pipe-smoking—gives you the mild, smooth taste and ripe, mellow flavor of real White Burley in a truly great

blend. Ask for Kentucky Club, next time—"Treat Yourself to the Best!"



Listen to: "THE FISHING and HUNTING CLUB OF THE AIR"—Mutual Network, every week

CHURCHILL'S MEMOIRS CONTINUED

what would happen when our dollars ran out. We were conscious of the tremendous changes taking place in American opinion, and of the growing belief, not only in Washington but throughout the Union, that their fate was bound up with ours. Moreover, at this time an intense wave of sympathy and admiration for Britain surged across the American nation. Very friendly signals were made to us from Washington direct, and also through Canada, encouraging our boldness and indicating that somehow or other a way would be found. In Mr. Morgenthau, Secretary of the Treasury, the cause of the Allies had a tireless champion.

UP till November, 1940, we had paid for everything we had received. We had already sold 335 million dollars' worth of American shares requisitioned for sterling from private owners in Britain. We had paid out over 4,500 million dollars in cash. We had only 2,000 millions left, the greater part in investments, many of which were not readily marketable. It was plain that we could not go on any longer in this way. Even if we divested ourselves of all our gold and foreign assets, we could not pay for half we had ordered, and the extension of the war made it necessary for us to have ten times as much. We must keep something in hand to carry on our daily affairs.

Lothian was confident that the President and his advisers were earnestly seeking the best way to help us. The Ambassador urged me to write a full statement of our position to the President. Accordingly that Sunday at Ditchley I drew up, in consultation with him, a personal letter. As the document had to be checked and re-checked by the Chiefs of Staff and the Treasury, and approved by the War Cabinet, it was not completed before Lothian's return to Washington. In its final form the letter was dated December 8, and was immediately sent to the President.*

"Last of all, I come to the question of Finance. The more rapid and abundant the flow of munitions and ships which you are able to send us, the sooner will our dollar credits be exhausted. They are already, as you know, very heavily drawn upon by the payments we have made to date. Indeed, as you know, the orders already placed or under negotiation, including the expenditure settled or pending for creating munitions factories in the United States, many times exceed the total exchange resources remaining at the disposal of Great Britain. The moment approaches when we shall no longer be able to pay cash for shipping and other supplies. While we will do our utmost, and shrink from no proper sacrifice to make payments across the Exchange, I believe you will agree that it would be wrong in principle and mutually disadvantageous in effect if at the height of this struggle Great Britain were to be divested of all saleable assets, so that after the victory was won with our blood, civilisation saved, and the time gained for the United States to be fully armed against all eventualities, we should stand stripped to the bone. Such a course would not be in the moral or economic interests of either of our countries. We here should be unable, after the war, to purchase the large balance of imports from the United States over and above the volume of our exports which is agreeable to your tariffs and industrial economy. Not only should we in Great Britain suffer cruel privations, but widespread unemployment in the United States would follow the curtailment of American exporting power.

"Moreover, I do not believe that the Government and people of the United States would find it in accordance with the principles which guide them to confine the help which they have so generously promised only to such munitions of war and commodities as could be immediately paid for. You may be certain that we shall prove ourselves ready to suffer and sacrifice to the utmost for the Cause, and that we glory in being its champions. The rest we leave with confidence to you and to your people, being sure that ways and means will be found which future generations on both sides of the Atlantic will approve and admire.

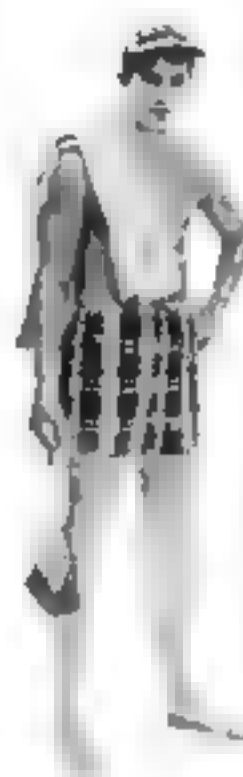
"If, as I believe, you are convinced, Mr. President, that the defeat of the Nazi and Fascist tyranny is a matter of high consequence to the people of the United States and to the Western

*The bulk of this letter—more than 4,000 words long—has been omitted here. It reviewed the course of the war as described in these memoirs, surveyed the prospects for the future, and concluded with the paragraphs printed above in the text.—ED.

It's better
.....
beach wear...



If it's a
DAN RIVER
WRINKL-SHED
FABRIC



Dan River's famous
Wrinkl-Shed fabric
refuses to hold a
wrinkle. Zelan-
treated for water
repellency through
plunging, washing,
dry-cleaning. Fast
color, Sanforised†.
Dan River Mills, Inc.

Swimwear by Gantner and Mattern
in red and white dan plaid. Boxer shorts
and bra, sizes 10 to 18, about \$9; jacket,
S, M, L, about \$11. Men's trunks, sizes 28 to
38, about \$6; cap about \$3. At Mandel
Brothers, Chicago; Jurgens & Maltzliwer,
Grand Rapids, Livingston Bros., San Francisco.

*Trademark
†Fabric shrinkage no more than 1%

CONTINUED ON NEXT PAGE

Oh!
my aching
back!

and for
that stiff,
tired
arm,

hip
and
leg



Here's fast relief...

● Stiff as a board after overexercise? The reason those tired muscles hurt so may be that they're *famished*; you've burned up energy required for work! Help Nature ease the pain quick . . . rub those sore muscles with Absorbine Jr.!

This stimulates your local circulation, which in turn, enables fresh blood to bring fresh nourishment to areas where applied. It's grand how fast you lumber up! Try it. Get Absorbine Jr. at any drugstore today. \$1.25 a bottle.

W. F. Young, Inc.
Springfield, Mass.



Ah!
my

Absorbine Jr.!

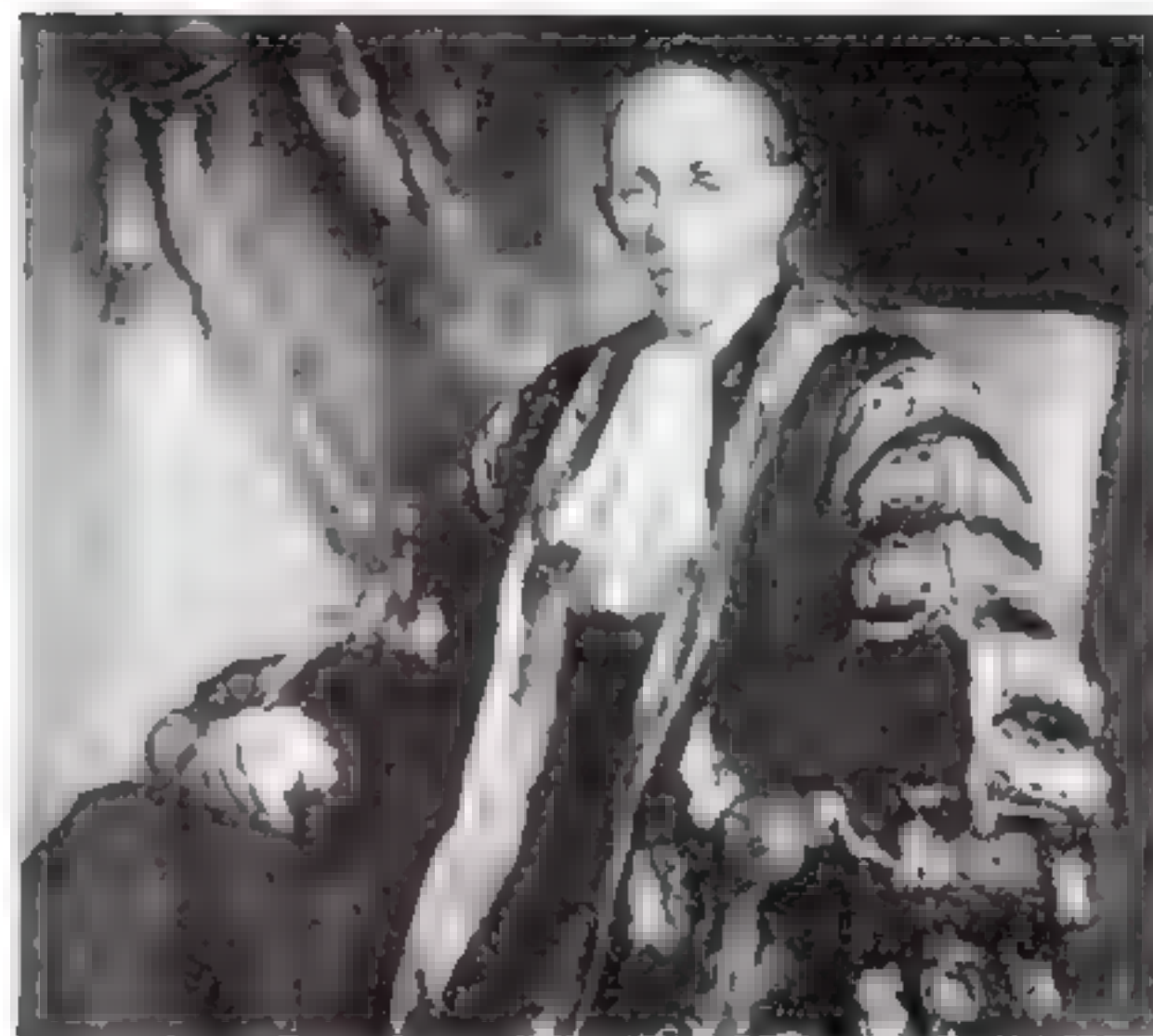


CHURCHILL'S MEMOIRS CONTINUED

Hemisphere, you will regard this letter not as an appeal for aid, but as a statement of the minimum action necessary to achieve our common purpose."

The letter, which was one of the most important I ever wrote, reached our great friend when he was cruising, on board an American warship, the *Tuscaloosa*, in the sunlight of the Caribbean Sea. He had only his own intimates around him. Harry Hopkins, then unknown to me, told me later that Mr. Roosevelt read and re-read this letter as he sat alone in his deck-chair, and that for two days he did not seem to have reached any clear conclusion. He was plunged in intense thought, and brooded silently.

From all this there sprang a wonderful decision. It was never a question of the President not knowing what he wanted to do. His problem was how to carry his country with him and to persuade Congress to follow his guidance. The President, as early as the late summer, had suggested at a meeting of the Defense Advisory Commission on shipping resources that "It should not be necessary for the British to take their own funds and have ships built in the United States, or for us to loan them money for this purpose. There is no reason why we should not take a finished vessel and



HIS MAJESTY'S AMBASSADOR

Lord Halifax, shown wearing his robes as chancellor of Oxford University, resigned as Foreign Secretary and a War Cabinet member to become envoy to the U.S. To stress importance of his new post, Mr. Churchill announced that Lord Halifax would "function as a member of the War Cabinet whenever he came home on leave."

lease it to them for the duration of the emergency." It seems that this idea had originated in the Treasury Department, whose lawyers, especially Oscar S. Cox, of Maine, had been stirred by Secretary Morgenthau. It appeared that by a Statute of 1892 the Secretary for War "when in his discretion it will be for the public good" could lease Army property if not required for public use for a period of not longer than five years. Precedents for the use of this Statute, by the *lease* of various Army items, from time to time were on record.

Thus the word "*lease*" and the idea of applying the lease principle to meeting British needs had been in President Roosevelt's mind for some time as an alternative to a policy of indefinite loans which would soon far outstrip all possibilities of repayment. Now suddenly all this sprang into decisive action, and the glorious conception of Lend-Lease was proclaimed.

The President returned from the Caribbean on December 16 and broached his plan at his Press Conference next day. He used a simple illustration. "Suppose my neighbour's home catches fire, and I have a length of garden hose four or five hundred feet away. If he can take my garden hose and connect it up with his hydrant, I may help him to put out his fire. Now, what do I do? I don't say

CONTINUED ON PAGE 100



Keeps hair tidy
all through the day!

Costs less because it lasts longer!
20¢ White, Grey
Purple 25¢
Single or double mesh

VENIDA
The Guaranteed
HAIR NET
rules the waves

FAMOUS VENIDA HAIR BEAUTY AIDS BY RIESER CO., N.Y.

TUMS Stepping
Out?

Don't take along
Acid
Indigestion
take **TUMS**

Whenever late hours and overindulgence bring on acid indigestion, gas and heartburn, get sweet relief with Tums! Taken like candy mints, just one or two Tums almost instantly neutralize excess acid—settle upset stomach. You feel better fast. No baking soda in Tums—no danger of overalkalizing—no acid rebound. Get Tums for the tummy today!



To feel better,
try one or two TUMS
after breakfast.

for the tummy

NEED A LAXATIVE TOO?

Try **Nature's Remedy**
FOR TO-NIGHT



HIGH-SPEED PHOTOGRAPHY SHOWS THE ALL-WAY STRETCH, THE "SECOND-SKIN" FIT OF THE NEW PLAYTEX LIVING GIRDLE

SUCCESS STORY: INVISIBLE PLAYTEX® GIRDLE

For the way it slims and trims hips and thighs, PLAYTEX has become the nation's largest-selling girdle.

From coast to coast—in classrooms and dressing rooms, in homes and offices, women (from teens to grandmothers) are spreading the word about the revolutionary new PLAYTEX LIVING GIRDLE.



SONJA HENIE, star of 1949 *Hollywood Ice Revue* says, "PLAYTEX is so comfortable you forget you have it on! Yet PLAYTEX holds its shape and yours—always!"

Big reason for the success of PLAYTEX is its amazing combination of figure-slimming power with comfort and complete freedom of action. Made of natural tree-grown liquid latex, PLAYTEX is all-one-smooth-piece, even including the garters.

Without fabric, without a single seam, stitch or bone, PLAYTEX fits as perfectly, feels as comfortable as a second skin. It's actually invisible, even under the sleekest dress!

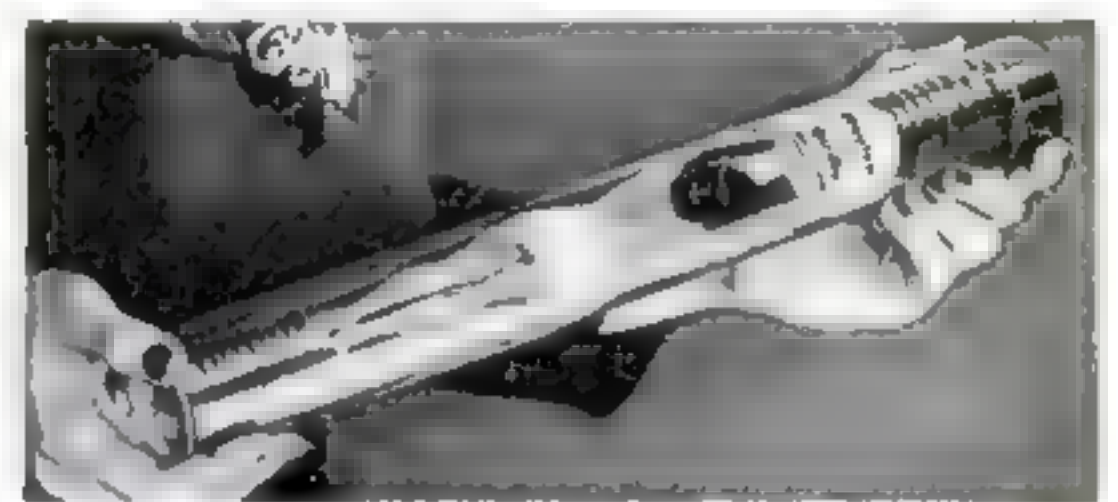
The all-way action stretch of PLAYTEX deftly slims and trims inches from waist, hips and thighs. It

molds and holds curves firmly, yet comfortably, magically erases those revealing little bulges. And women say that if you wear PLAYTEX faithfully, the next PLAYTEX you buy will probably be a size smaller.

If you yearn for a perfect figure, PLAYTEX can be your answer, as it is for millions of other women. Select your PLAYTEX LIVING GIRDLE by your very own hip and waist size. Because of a patented method of precision sizing, no alterations are ever necessary. And, to make life even easier, PLAYTEX takes just 10 seconds to wash daintily, 10 seconds to pat dry with a towel.



LILLY DACHE, famed designer of hats and clothes says, "PLAYTEX is the best way to a lovely slim-trim figure! I find it's invisible even under the sleekest dress!"



IN SLIM SILVERY TUBES, PLAYTEX Living® Girdles are on sale at all dept. and specialty stores. Blossom Pink, Heavenly Blue, Gardenia White, extra small, small, med., or large...\$3.95
PLAYTEX Panty Girdles.....\$3.50
PLAYTEX Panty Girdles with Garters.....\$3.95
Extra large PLAYTEX Living Girdles with Garters.....\$4.95

INTERNATIONAL LATEX CORP. PLAYTEX PARK DOVER, DELAWARE
©1949

in the best circles



Yes Sir!

Your pleasure in slacks, **Sir?** A wide selection of fabrics, colors and designs? **Yes Sir!** Hubbard Slacks offer you the choicest fabrics available. None better! You want appearance? You'll certainly present a fine appearance in a pair of Hubbard Slacks, **Sir!** Fine tailoring, master craftsmanship, and smart styling guarantee that! You demand good value all around? Look around, **Sir!** Men who are style-wise and dollar-wise all wear Hubbard Slacks!

HUBBARD PANTS COMPANY
BREMEN, GEORGIA

CHURCHILL'S MEMOIRS CONTINUED

to him before that operation, 'Neighbour, my garden hose cost me \$15; you have to pay me \$15 for it.' What is the transaction that goes on? I don't want \$15—I want my garden hose back after the fire is over."

Finally: "I am trying to eliminate the dollar mark."

On this foundation the ever-famous Lend-Lease Bill was at once prepared for submission to Congress. I described this to Parliament later as "the most unsordid act in the history of any nation." Once it was accepted by Congress it transformed immediately the whole position. It made us free to shape by agreement long-term plans of vast extent for all our needs. There was no provision for repayment. There was not even to be a formal account kept in dollars or sterling. What we had was lent or leased to us because our continued resistance to the Hitler tyranny was deemed to be of vital interest to the great Republic. According to President Roosevelt, the defence of the United States and not dollars was henceforth to determine where American weapons were to go.

IT was at this moment, the most important in his public career, that Philip Lothian was taken from us. Shortly after his return to Washington he fell suddenly and gravely ill. He worked unremittingly to the end. On December 12, in the full tide of success, he died.

I had now to turn immediately to the choice of his successor. Having ascertained from the President that my suggestion would be acceptable, I invited Mr. Lloyd George to take the post. He showed genuine pleasure at having been invited. "I tell my friends," he said, "I have had honourable offers made to me by the Prime Minister." He was sure that at the age of seventy-seven he ought not to undertake so exacting a task.

I next turned to Lord Halifax, whose prestige in the Conservative Party stood high and was enhanced by his being at the Foreign Office. For a Foreign Secretary to become an Ambassador marks in a unique manner the importance of the mission. When I made him this proposal, which was certainly not a personal advancement, he contented himself with saying in a simple and dignified manner that he would serve wherever he was thought to be most useful.

President Roosevelt, Mr. Hull and other high personalities in Washington were extremely pleased with the selection of Lord Halifax.

I had no doubt who should fill the vacancy at the Foreign Office. On all the great issues of the past four years I had, as these pages have shown, dwelt in close agreement with Anthony Eden. The greater part of Eden's public life had been devoted to the study of foreign affairs. He had held the splendid office of Foreign Secretary with distinction, and had resigned it when only forty-two years of age for reasons which are in retrospect, and at this time, viewed with the approval of all parties in the State. He had played a fine part as Secretary of State for War during this terrific year, and his conduct of Army affairs had brought us very close together. Eden was sorry to leave the War Office in all the stresses and excitements of which he was absorbed; but he returned to the Foreign Office like a man going home.

In Next Week's Issue

THE FINAL INSTALMENT OF WINSTON CHURCHILL'S "THEIR FINEST HOUR"

In the final instalment of the present series Mr. Churchill reveals "the only thing that ever really frightened me during the war." He carries his memoirs through the end of 1940, the year that ended with a heartening victory in North Africa. He closes with a stirring passage reviewing "this most splendid, as it was the most deadly, year in our long English and British story."

IMPROVE YOUR PHOTOGRAPHY

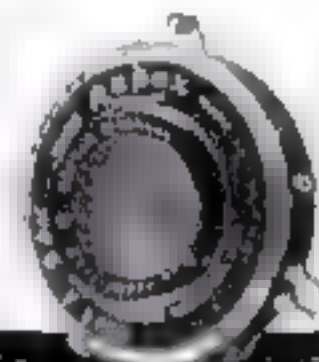
with *Wollensak*



LENSES AND SHUTTERS

Found On Americas
Finest Cameras, Enlargers
and Projectors.

Ask for
RAPTOR LENSES
and
RAPAX SHUTTERS



Why the Label Says...

"There is nothing better in the market"

• This famous statement—
written on the label in the founder's hand 79 years
ago—is our reminder to you that the fine quality,
the gloriously rich flavor of Old Forester is the same
today as it was in 1870. The final truth is in the
whisky itself. Enjoy it—and be convinced!

BROWN-FORMAN DISTILLERS CORPORATION
AT LOUISVILLE IN KENTUCKY



BOTTLED IN BOND
100 PROOF



Invisible Vapor

PREVENTS RUST

● Every year, rust destroys *billions* of dollars' worth of property. An entirely new method of preventing rust has been invented and perfected by Shell Research scientists, and is rapidly being adopted by industry.

Already the "magic ingredient," VPI*—Shell's Vapor Phase Inhibitor—is protecting three million stored rocket motors for the U. S. Navy. One of the largest watch manufacturers uses it to protect watch parts during manufacture, storage and shipment. Another use of VPI is to safeguard engine valves during shipment.

VPI is a crystalline chemical which slowly vaporizes. This vapor forms an invisible thin film on steel or other ferrous metals, which resists the corrosive action of moisture and air even under the most unfavorable climatic conditions.

After months—and even years, if properly packaged—the steel "motor part" or instrument still shines like new, and is ready for instant action with no more labor than the removal of the paper package or wrapping.

The most widely used method of putting the vapor to work is by making a paste of VPI and applying it to paper or cardboard; three paper manufacturers have been licensed to do this. Cartons or wrappings made of this paper protect steel for months—for years, if the package is sealed. Other effective, low-cost methods of using the invisible vapor—without packaging—have been developed for special conditions and needs.

Invention of VPI is only one research achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products.

Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

*Reg. U. S. Pat. Off.

SIEBEL





Rhonda Fleming

A LOS ANGELES REDHEAD
AT KING ARTHUR'S COURT

When Bing Crosby, playing the title role in the latest remake of Mark Twain's classic, *A Connecticut Yankee in King Arthur's Court*, gets conked on the head, he wakes up in 6th Century England. In the movie this is a bleak and depressing, if Technicolored, country, but there is a ray of light in it for Bing and the audience when a pert young redhead called Lady Alisande comes out in her Early British costume (*above*) and sings for him. She is Rhonda Fleming, a 25-year-old from Los Angeles whose experience includes captaining a high-school basketball team and playing bit parts in a few movies. In the wonderful way of the movies a role with Bing makes Rhonda a star. Now fonder of Rhonda than ever, Paramount has given her a job with Bob in a new Hope movie entitled *Easy Does It*.



SERVED TO
Mr. & Mrs. Lawrence Tibbett

ABOARD THE
S.S. Brazil
MOORE MCDORMACK LUXURY LINER

YOU HEAR IT EVERYWHERE

*"...finest beer served
anywhere!"*

THE REASON:

FINE BREWS BLENDED INTO ONE GREAT BEER



Pabst
Blue Ribbon



MICHAEL SCHIRMER, 9, MEETS ANNA, THE DOG THAT SAVED HIS LIFE BY SERVING AS A SUBJECT ON WHICH SURGEONS PERFECTED THEIR "BLUE BABY" OPERATION

BLUE BABY RESEARCH

Anna, now 7 and pensioned, is one of the canine herces in the long campaign that has saved hundreds of children

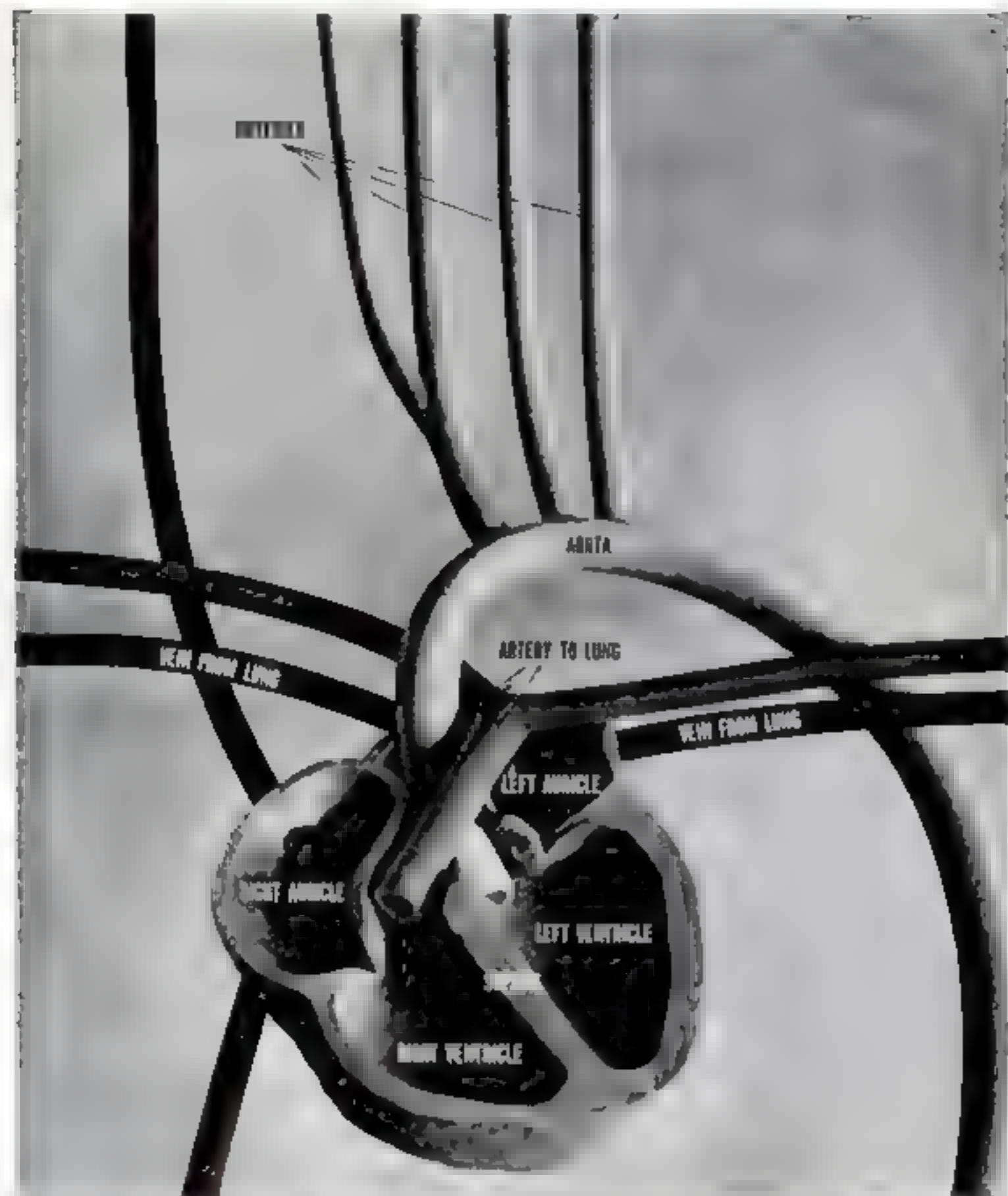
The affectionate meeting above took place recently at The Johns Hopkins Hospital, where Michael Schirmer, an ex-blue baby, still goes occasionally for checkups. There, on this visit, he met Anna, one of the dogs who made it possible for him to be alive and healthy today.

As a baby Michael spent most of his time in bed. His lips and fingernails were always blue, and if he tried to move around too much his whole body turned bluish. He could not even walk across a

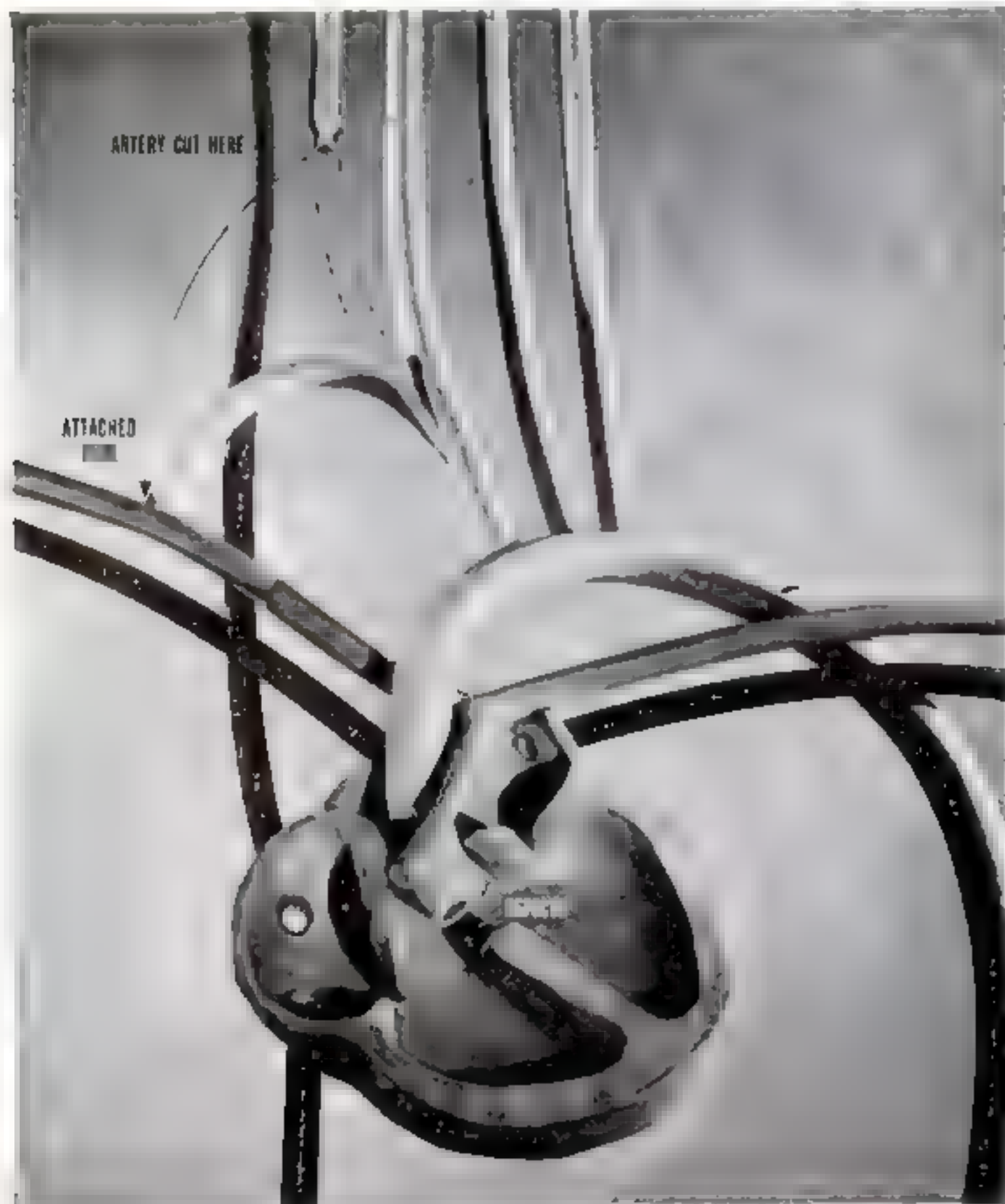
room without huffing and puffing; he had to be carried up and down stairs and wheeled in a buggy on the street. He had a heart defect that kept his body from getting enough oxygen, and he seemed destined to be a cripple until a premature death.

About that time, however, Dr. Alfred Blalock and Dr. Helen Taussig of Johns Hopkins were using Anna and 75 other dogs in a long experiment designed for children like Michael. Their surgical techniques were too dangerous to risk on human

babies; so Anna and her colleagues became the first subjects. The operation (pp. 106, 107) was a success—and gradually Dr. Blalock perfected his techniques until they could be used with relative safety on a human being. Since then at least 2,000 blue baby operations have been performed in the U.S., with a better than 80% record of success. Anna, now a middle-aged 7 but still hearty, is a pensioner in the Johns Hopkins kennels, the heroine of one of medicine's most spectacular triumphs.



NORMAL HEART receives oxygen-depleted or "blue" blood from veins on the right side, then pumps it through an artery to lungs. There blood takes on a new supply of oxygen before returning to the left side of the heart, which pumps it through the aorta to circulate through the body. Note how septum completely separates two sides of heart.



BLUE BABY HEART usually has an incomplete septum and an abnormally narrow artery to lungs. Much of blue blood entering right side sloshes over to left and is pumped back into the body without having oxygen restored in the lungs. Operation makes more blood flow through lungs by joining one branch of the aorta to the artery to the lung.

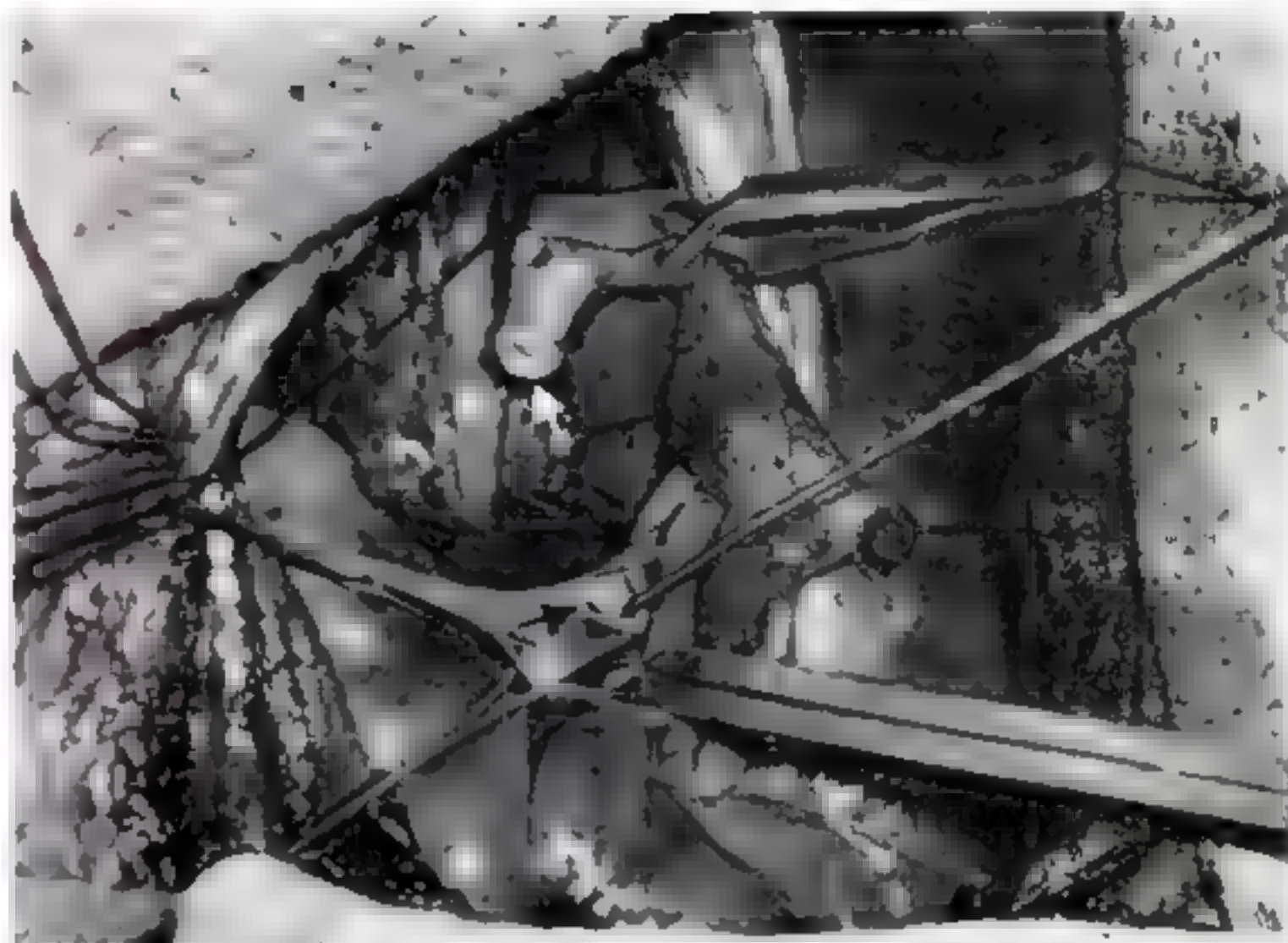


WHETHER ON EXPERIMENTAL ANIMAL (ABOVE) OR ON HUMAN SUBJECT (BELOW)





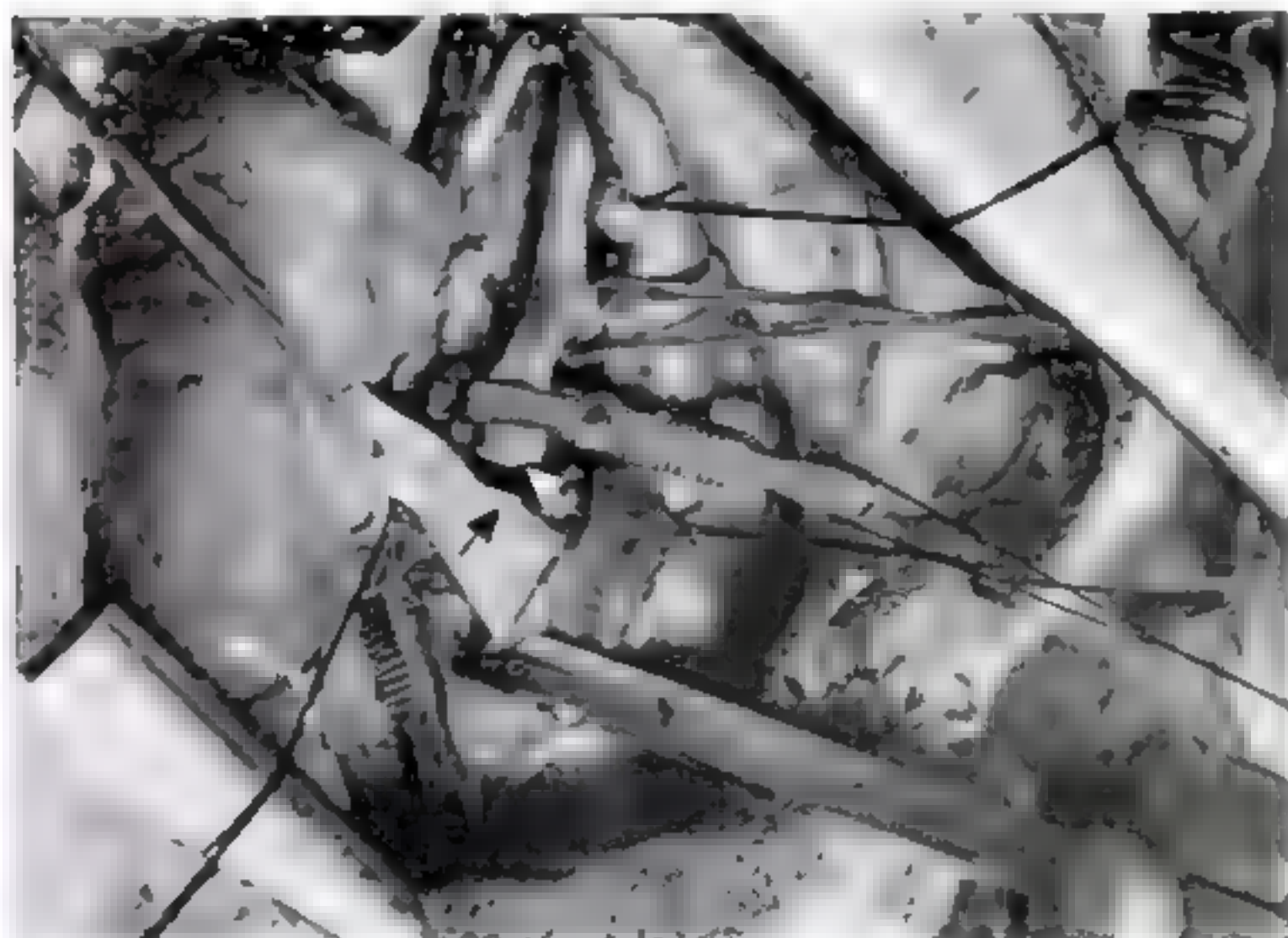
THE OPERATION IS PERFORMED WITH THE SAME CARE, ANESTHESIA AND OXYGEN



ON DOG a surgeon practices the delicate blue baby technique of cutting one branch of the aorta (*white arrow*) and carefully joining it to the artery to lungs (*black arrow*).

BY DELICATE OPERATION ON DOGS SURGEONS LEARN TO CURE BABIES

From birth, a blue baby's heart has defects, as shown in the model at extreme lower left, which keep it from pumping sufficient blood through the lungs. As a result the child's whole body suffers from lack of oxygen and tends to take on the bluish color of blood which has not been purified by passing through the lungs. Unfortunately medical science as yet has no way to correct the defects inside the heart, but Dr. Blalock and Dr. Taussig decided that they could get more blood through the lungs by an ingenious rearrangement of the arteries just outside the heart. Their operation, which involves cutting one of the large arteries near the heart and attaching it to a hole cut in an artery leading to the lungs, is extremely delicate. If a clamp slipped off one of the cut arteries for even a few seconds, the loss of blood could be fatal. The sutures rejoining the cut arteries have to be absolutely perfect and leakproof. Moreover the operation has to be performed with a minimum of shock and lost time, since the patients are usually young, delicate and sickly. No surgeon would ever dare perform such an operation without the most painstaking training and practice, so without the dog the technique would never have been developed. The arteries around the dog's heart are very similar, even in size, to a child's and require the same kind of surgical technique, clamps and sutures, as the parallel operations (*above and below*) demonstrate. Dr. Blalock worked with dogs for a year and a half before attempting his first operation on a baby in late 1944. All other surgeons who have since mastered the operation have learned it in the same way.



IN CHILD branch of the aorta (*white arrow*) and artery to lung (*black arrow*) have almost same size as dog's, enabling surgeon to transfer techniques with maximum ease.

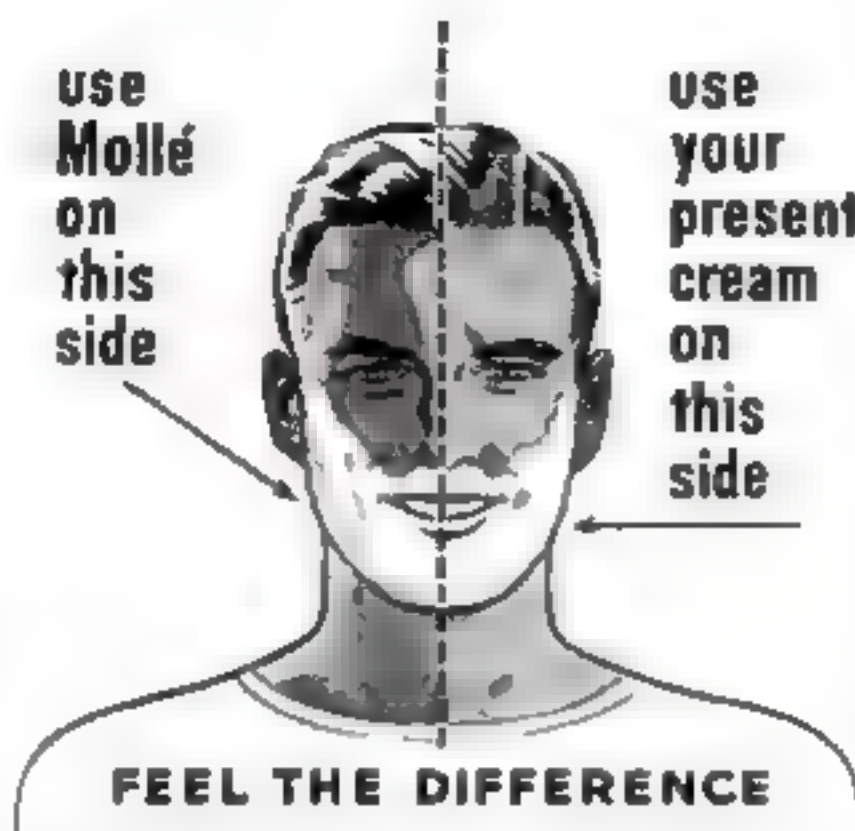
"WEEK-END TEST" proves: Cleaner shaves... quicker!

Don't just guess what gives you the best shave—make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it *thin*!
4. Go over your face JUST ONCE with your razor... and feel the difference.

use
Mollé
on
this
side

use
your
present
cream
on
this
side



Double your money back...



THE HEAVIER BRUSHLESS CREAM

...if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.

SAFEST
TO RIDE
SMARTEST
TO OWN

The BICYCLE with Automotive STYLE and SAFETY FEATURES



ROADMASTER* Luxury Liner—"America's Finer Bicycle"—has many style and safety features found only in 1949 automobiles. This bicycle is finished in popular two-tone colors with embossed chrome trim...chrome fenders in beautiful Gothic design as seen on new automobiles...a real searchbeam headlamp instead of a flashlight...broad-base, automotive-type rims with tires holding more air for safer, easier riding...an automotive-type, brake-operated stop light and Shockmaster* floating-ride fork. These, coupled with a 100% stronger, electronically welded frame, give your boy or girl not only the most beautiful but the safest bicycle. See it at your dealers. Write for color folder.

* Exclusive Trade Mark Registered in U. S. Patent Office.

ROADMASTER

W. 117th St. & Berea Rd. • Cleveland 7, Ohio

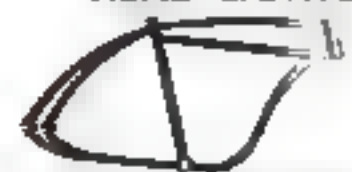


1. GOTHIC FENDERS
and BRAKE-OPERATED
STOP LIGHT

2. BROAD BASE
Automotive-type RIMS



3. SEARCHBEAM
HEAD LIGHTS



4. FLOATING RIDE
ELECTRONICALLY WELDED
100% STRONGER FRAMES



Blue Baby Research CONTINUED



RABBITS, another life-saving laboratory animal, are injected with penicillin. If drug contains a certain impurity their body temperatures will show it.



DOGS used in experiments at New York Hospital-Cornell Medical Center greet their keeper, who visits them as they play on roof of the hospital. The dog

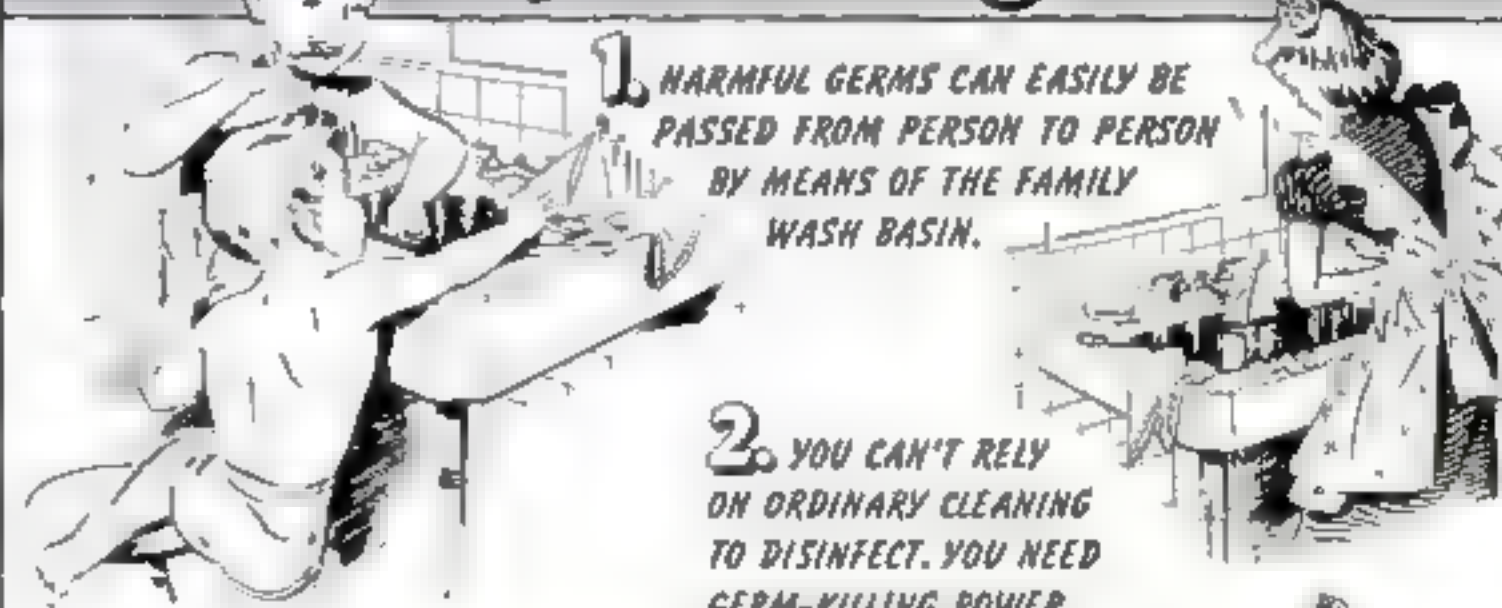


GOAT helps Navy doctors study radiation sickness. The animal has been exposed to X-rays having an effect like that of radiation released by atomic bomb.



with the shaved back (left) has undergone a blue baby operation. The dog at center with small round scars on back is being used in studies of wound healing.

Is your wash basin a "transfer point" for germs?



1. HARMFUL GERMS CAN EASILY BE PASSED FROM PERSON TO PERSON BY MEANS OF THE FAMILY WASH BASIN.

2. YOU CAN'T RELY ON ORDINARY CLEANING TO DISINFECT. YOU NEED GERM-KILLING POWER.

3. CLOROX HAS GERM-KILLING POWER. CLOROX DISINFECTS; ALSO DEODORIZES AND REMOVES STAINS. THE CLOROX TYPE OF DISINFECTION IS ENDORSED BY HUNDREDS OF PUBLIC HEALTH DEPARTMENTS. PROTECT FAMILY HEALTH! MAKE YOUR WASH BASIN, TOILET BOWL, BATHTUB AND FLOOR HYGIENICALLY-CLEAN WITH CLOROX!



CLOROX... FIRST WITH AMERICA'S HOUSEWIVES BECAUSE IT OFFERS BOTH:

GENTLER Bleaching Action...
Longer Life for Linens!

There's no gentler bleach than Clorox in laundering. For Clorox is free from caustic and other harsh substances... made by an exclusive formula protected by U. S. patent!

GREATER Disinfecting Efficiency
...Added Health Protection!

Because Clorox is caustic-free, it works faster in killing germs... does a better job of disinfecting. Give your family the extra health protection of a Clorox-clean home!

CLOROX BLEACHES • REMOVES STAINS • DEODORIZES • DISINFECTS
There's only one CLOROX... it's always uniform... always dependable!

Save time, money, effort with **BOON**... the ready-to-use liquid household cleaner made by the makers of Clorox. **BOON** wipes away dirt and grease from washable surfaces like magic.

COLDS

In a minute—relief from misery begins



Rub greaseless, stainless Minit-Rub on chest or back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active



menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderfully pleasant to use. It's greaseless and stainless! Disappears like vanishing cream! Won't harm linens or clothing.

Get a tube of Minit-Rub today!

GREASELESS
STAINLESS

MINIT-RUB

PRODUCT OF BRISTOL MYERS



KLAUS GRABE SURVEYS A LIVING ROOM FURNISHED WITH TWO PICTURES, A LAMP AND CARPET AND 10 UNITS OF HIS UNASSEMBLED



AFTER 21 WORK HOURS SPENT IN ASSEMBLING THE PARTS, THE ROOM LOOKS LIKE THIS

Prefab Living Room

All its furniture
costs only \$184.65



FURNITURE. THE BLACK CIRCLES ARE ROLLS OF WEBBING

Last year Americans bought a record \$2 billion worth of home furnishings but so far in 1949 sales and orders are far below expectations. Most furniture men think they know why: prices are too high. They also know the solution to customer discontent: good but less expensive furniture, a solution much easier to point out than to turn out. Nevertheless last month in New York Designer-Manufacturer Klaus Grabe began turning out exactly that.

Grabe has designed a series of 12 furniture units ranging from a simple bench to a handsome desk which, prefabricated in fir plywood, he is selling by mail in an unassembled condition. The purchaser receives all parts, screws and glue and puts the furniture together himself with a hammer and screwdriver. (Grabe estimates one chair and one table can be assembled in an evening.) With most finishing costs eliminated, shipping and handling reduced, jobber and distributor profits by-passed, Grabe's comfortable and handsome pieces are cheap—\$9.85 for coffee table shown in picture at left, \$29 for dining table and \$13.45 each for straight chairs. Lounge chair costs \$18.85, armless chair \$13.45, cabinets \$29.85 each.

Grabe also has other pieces: an armchair, a child's chair, a round coffee table and a convertible table which can be made higher or lower by turning it over. He is at work on some bedroom furniture but does not know when it will be marketed. "I will not make it," says Grabe, "until I can sell it at a price people can really afford."

CONTINUED ON NEXT PAGE

**Your children *NEED*
this 'tween-season
PROTECTION!!!**

**Klad-ezee
TWEENER**

Trade Mark

GUARANTEED BY
Good Housekeeping

PATENTED
SELF HELP
FEATURE

TESTED AND
COMMENDED
BY
PARENTS'
MAGAZINE

For 'tween-season health and comfort, Mother needs her springcoat . . . Dad needs his topcoat . . . and Youngsters need THE "KLAD-EZEE TWEENER"

America's largest-selling 'tween-season garments . . . "KLAD-EZEE TWEENER" and "BABY TWEENER" . . . the perfect outfit for all children in all climates! There's real protection for kiddies everywhere in "KLAD-EZEE TWEENER'S" snug, comfy "Sturdi-Suede" cloth. And mother, it washes and dries in a jiffy!

When it's too warm for a snowsuit but too cold for no suit . . . that's when they need "KLAD-EZEE TWEENER"!

Every "KLAD-EZEE TWEENER" has the famous KLAD-EZEE patented self-help feature, trim-fit waistline, and one-piece, no-bind dropseat.

"KLAD-EZEE TWEENER" in gay Scarlet, Royal Blue or Emerald Green. Sizes 2 to 8, \$6.95. Matching bonnet or helmet, \$1.25.

Available for older girls 7-12 in 2-piece set, \$9.95.

THE "Klad-ezee BABY TWEENER"

Perfect for that "in-between" age, when baby begins to crawl or walk—ideal for training, too! In Cloud Blue, Baby Pink, Scarlet or Skipper Blue. Sizes 1 to 3, \$6.95, complete with matching bonnet or helmet.



If unable to purchase in your city, mail order to:

Klad-ezee Dept. L 49
241 First Ave. N., Minneapolis, Minn.

**CAN YOUR SCALP PASS THE
FINGER-NAIL
TEST?**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
WILDROOT
CREAM-OIL**



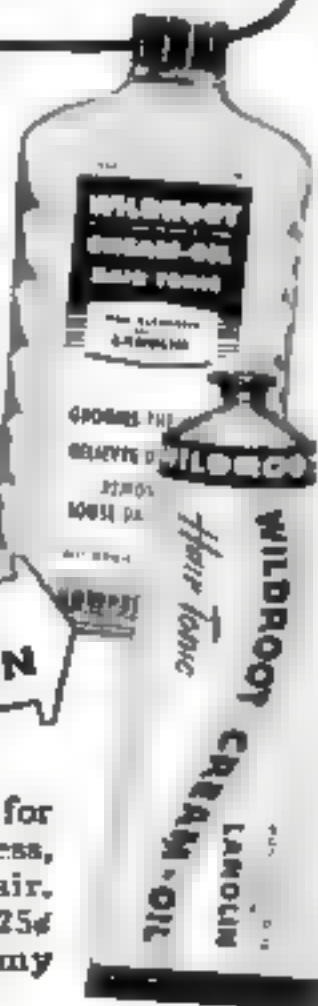
A LITTLE WILDROOT CREAM-OIL makes your hair look and feel good all day long. Grooms perfectly without that greasy plastered down effect. Get a bottle or tube today at any drug counter. Ask your barber for a professional application.

**NOW YOU CAN GET
AMERICA'S LEADING HAIR
TONIC IN NEW 25¢ SIZE!**

IF YOU'VE NEVER used Wildroot Cream-Oil, don't put it off any longer. As little as a quarter buys you days and weeks of smart good grooming that can't be beat. Then you'll know why it's—again and again the choice of men who put good grooming first!

**NON-ALCOHOLIC
Contains LANOLIN**

SMART WOMEN use it for grooming, relieving dryness, training children's hair. Now available in new 25¢ size (also larger economy sizes) at drug counters.



TUNE IN "The Adventures of Sam Spade" Sun. evgs., CBS Network.

PREFAB FURNITURE CONTINUED



CONSTRUCTION BEGINS on occasional chair (which accounts for 60% of Grabe's sales) with opening of the carton (1) and assembly of side pieces (2).



CONSTRUCTION ENDS after pieces are assembled and, if desired, painted. Webbing is then cut in strips, tacked to frame (3) and finally inspected (4).



ALL THE FURNITURE in the room shown on the preceding page is here assembled by Grabe in its shipping cartons. Customer pays shipping charges.

PAIN

of headache, neuritis
and neuralgia

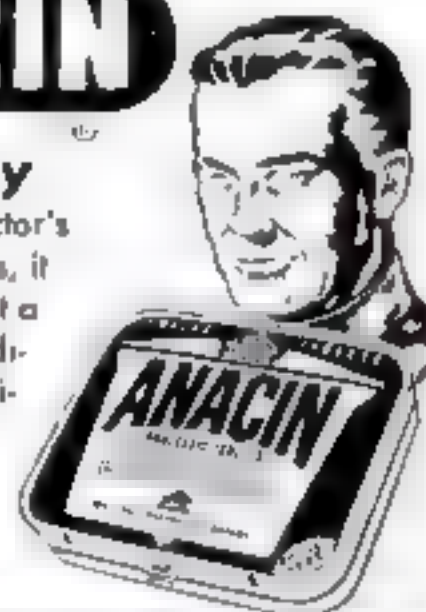
RELIEVED

incredibly fast
the way thousands of physicians
and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



COLD SUFFERERS!

Remember

"More people rely on
LUDE'S
than any other
COUGH DROPS"

Medicated for
CLOTHESPIN NOSE



Free Catalog



Just off the Press
Fully illustrated,
88 pages, showing
special foot-
wear and cloth-
ing and forty-
eight other leather
and canvas
specialties of our
own manufacture.

L. L. Bean, Inc. Dept. L Freeport, Maine
Mfrs. Fishing and Camping Specialties

**SONOTONE
FOR BETTER
HEARING**



J. S. TINKLE, serving
the hard of hearing
for 8 years. Manager
at Tulsa, Okla.
One of Sonotone's
700 Coast to Coast
expert Consultants.

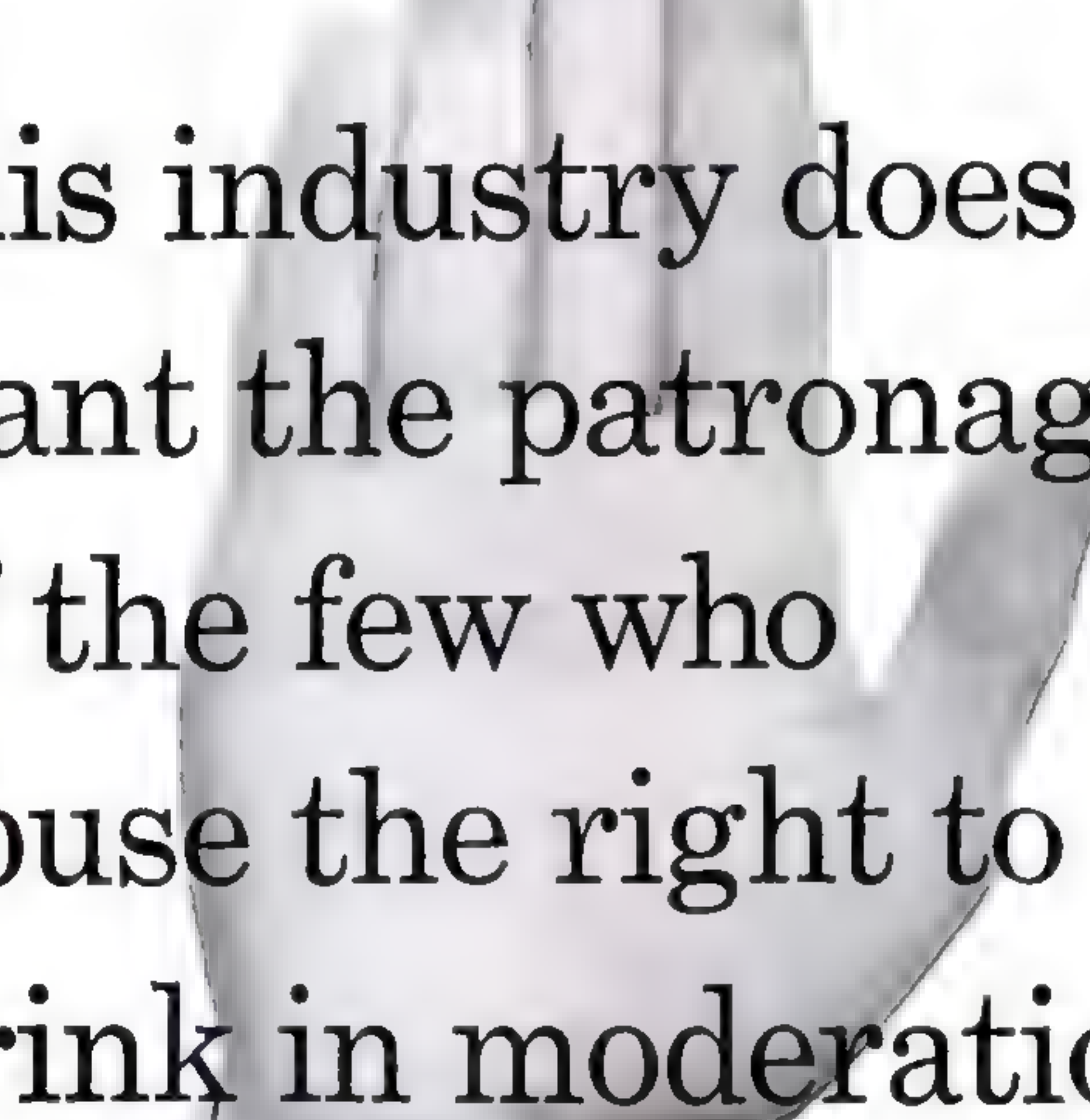
SEE SONOTONE IN 'PHONE BOOK
OR WRITE SONOTONE, ELMSFORD, N. Y.

**Cold Sores
FEVER BLISTERS**

ASK YOUR DRUGGIST FOR Blistex

BLISTEX A FAMOUS PHARMACIST'S FORMULA **35¢**





This industry does not
want the patronage
of the few who
abuse the right to
drink in moderation

Licensed Beverage Industries, Inc., composed of distillers, importers, vintners, wholesalers, rectifiers, and the leading associations of retailers, stands for the attainment of these aims in your community:

1. *The encouragement of moderation, by word and by example.*
2. *The maintenance of pleasant, orderly places of business.*
3. *The encouragement of law observance and law enforcement.*

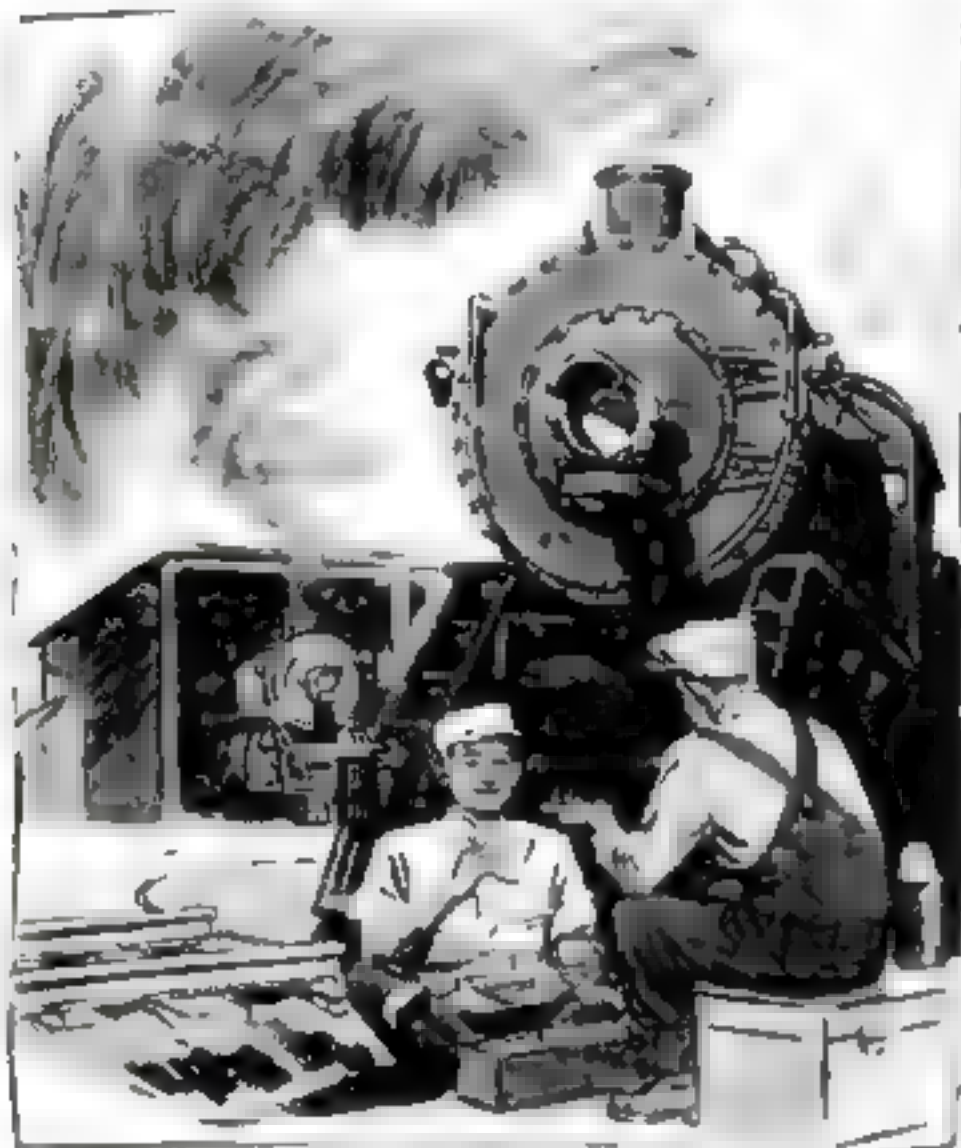
To reach these goals, a legally licensed liquor industry must be maintained. Legal regulation goes hand-in-hand with self-regulation.

LICENSED BEVERAGE INDUSTRIES, INC.

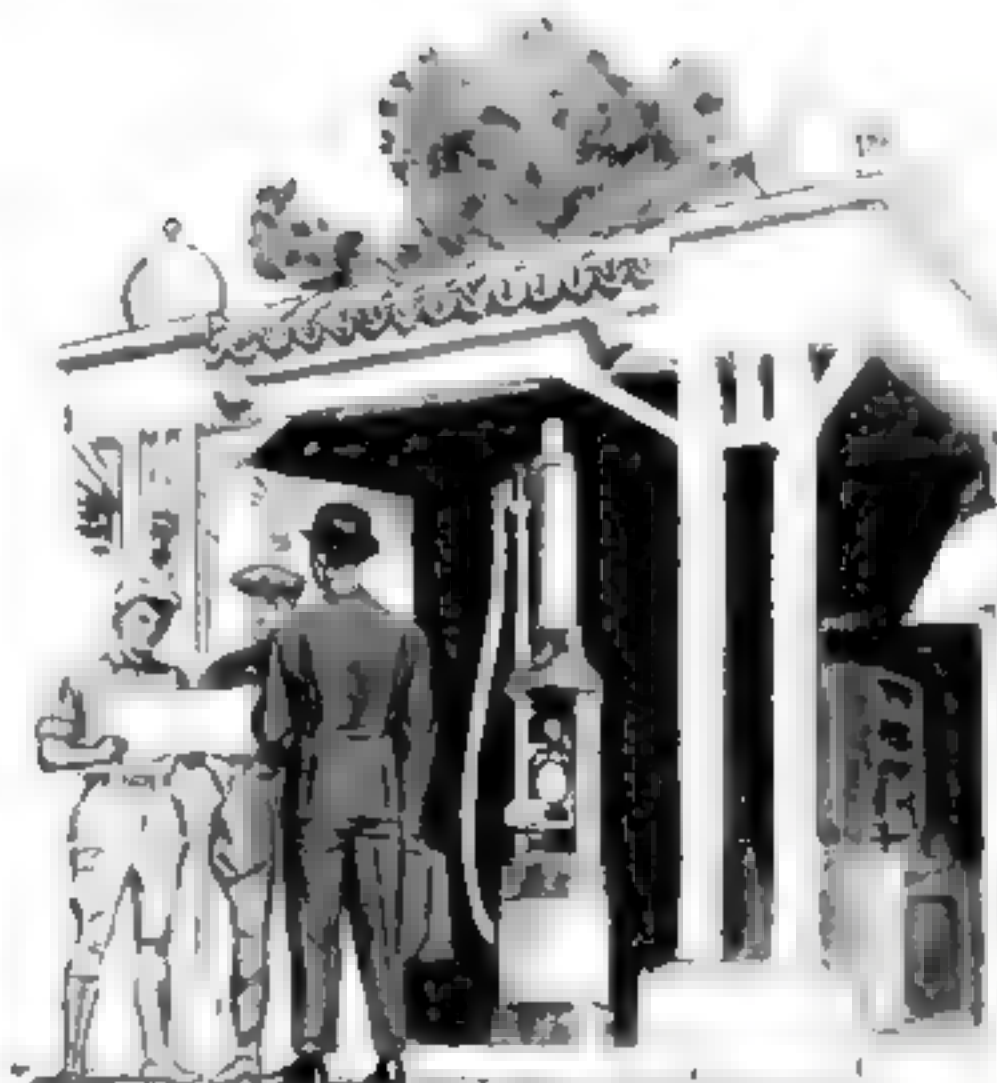
10 East 40th Street, New York 16, N. Y.



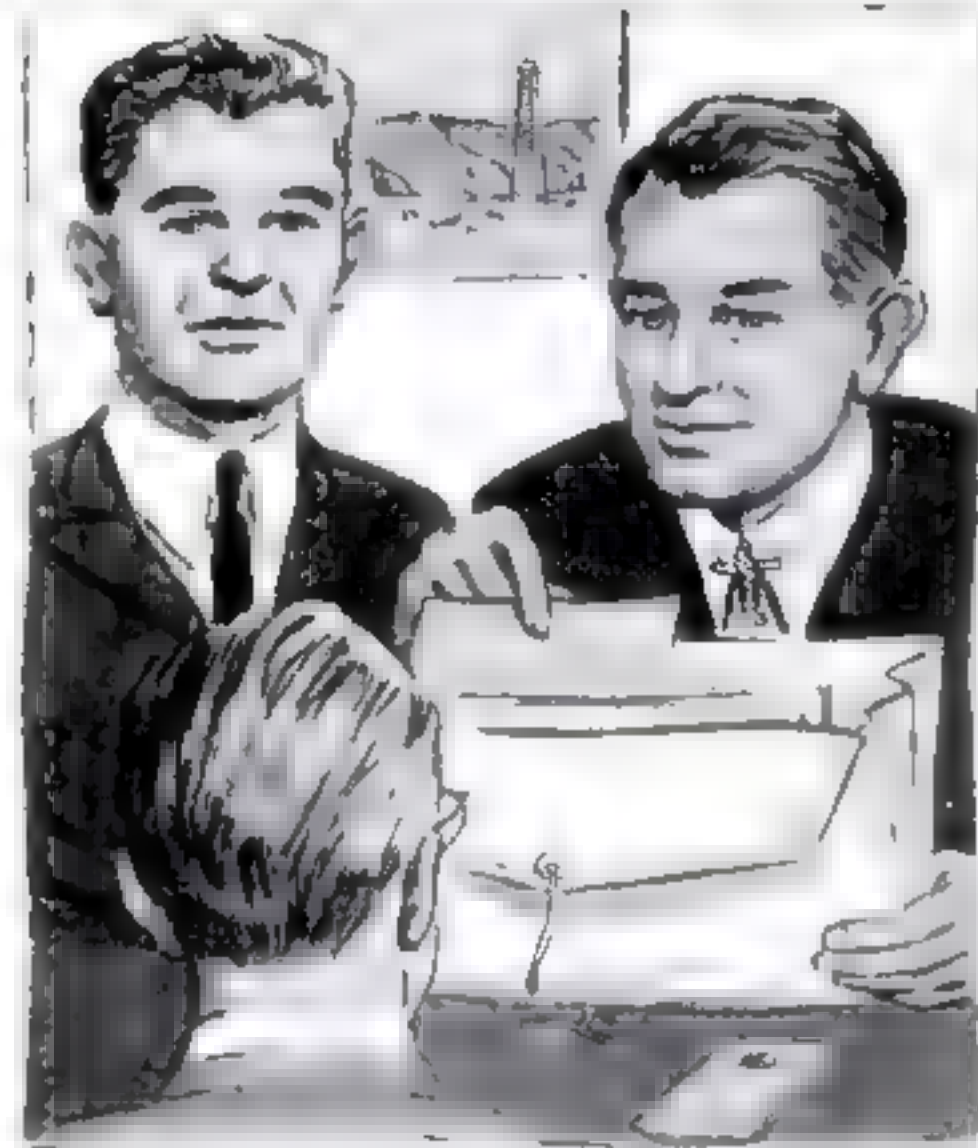
The Pagenkopp brothers' story



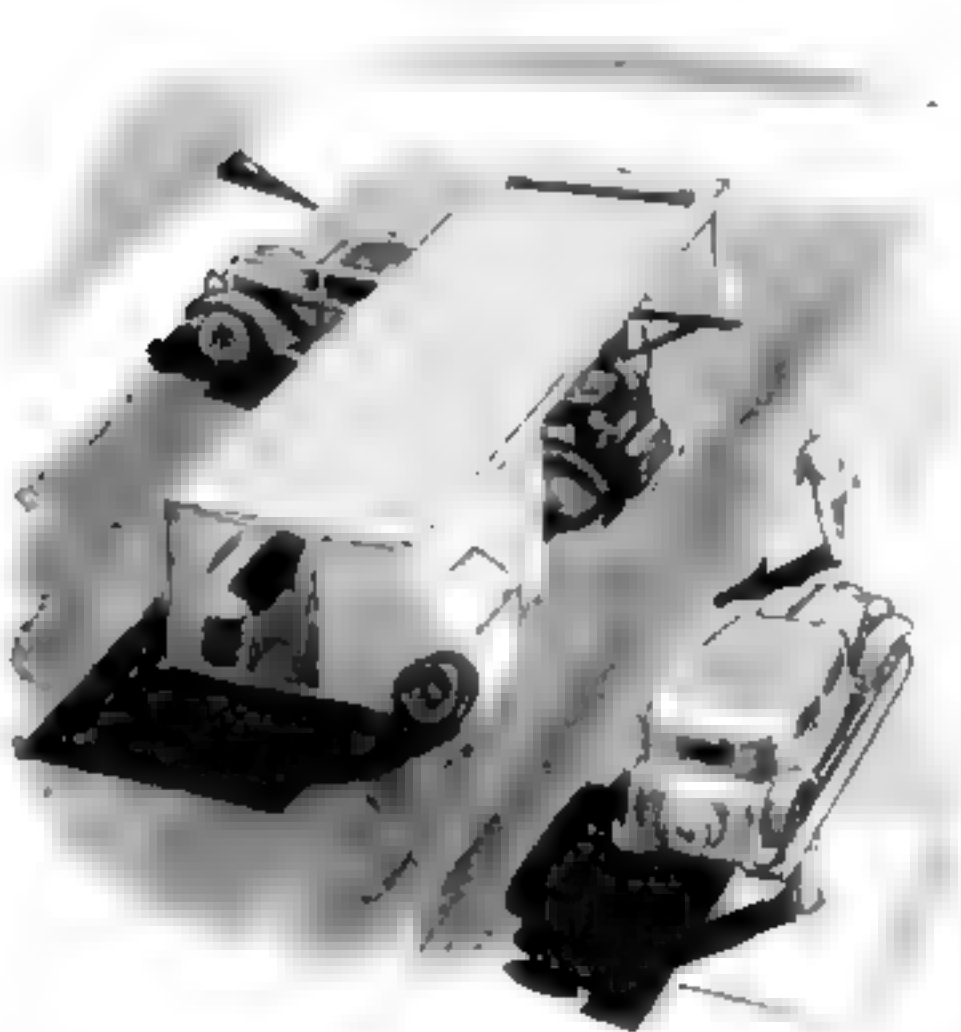
1. When the Pagenkopp brothers finished school in Los Angeles during World War I they both went to work for the railroad—Willard as an apprentice mechanic and Edmund as a roundhouse clerk. But by 1922, when both brothers were married with families started, they got the urge to go into business for themselves.



2. Since neither one had any capital, this was not the easiest thing to manage. But after scouting around they found that Union Oil Company was willing to rent them a service station in Santa Ana, California, for \$35 a month and set them up in business. They took the station over. During the first year their earnings averaged \$200 apiece per month.



3. During the next 6 years, as their business grew, they managed to save up \$6,500 between them. Then they went to Union Oil again. The northwest corner of Main and Walnut in Santa Ana was for sale for \$41,000. They wanted to buy it and put up a \$10,000 service station. \$6,500 wasn't much of a down payment. But with Union Oil's backing and the brothers' business reputation, the deal was put over.



4. A few months later they moved in and started paying off the mortgage. Today the Pagenkopp brothers' complete, one-stop Union Oil Service Station does an annual business of \$100,000. Bill and Ed employ 5 men and a book-keeper in addition to working themselves. The business is free and clear. And their property—including station and facilities which were modernized and expanded in 1941—is valued at \$85,000.



5. In addition to all this, Ed and Bill are members of the Chamber of Commerce. Both take an active part in Santa Ana civic affairs. Ed owns a ranch in Ventura County. And Bill owns a 10-acre orange grove near Santa Ana. To us the story of the Pagenkopp brothers exemplifies another of the many benefits inherent in a free, competitive oil industry. Union Oil, like every other oil company, is in constant competition for customers.



6. Consequently, it is to our advantage to help provide facilities for dealers who can get those customers. As a result of this competitive situation, a qualified man can go into the service station business with less capital than is required in almost any other field. And thousands of men throughout the country—who otherwise might never have the chance—are given an opportunity to build an independent business for themselves.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

A SOUTHERN SOLUTION

Can the Negro problem be nationalized? An ex-Governor of Louisiana proposes to spread the Negro population at an even 10% over the U.S. through equalized job opportunities

by SAM JONES EX-GOVERNOR OF LOUISIANA

Sam Jones is a Southerner. He has thought a great deal about the Negro problem as projected by the current civil rights issue. In the following article he offers an alternative to the Truman program.

A great many Northerners, LIFE included, have over the years angered the South by their stand against segregation of the Negro. LIFE, as stated in an editorial elsewhere in these pages, disagrees with Sam Jones's proposal. It nevertheless welcomes the opportunity of present-

ing a responsible Southern answer. It considers, and has always considered, that the ultimate solution is something more than a "force bill" imposed on the South. Sam Jones's proposal can be criticized in general and detail. But LIFE feels that it is a piece of original thinking and that however impractical and politically unrealistic it may be, it is challenging and provocative. The editors of LIFE would be glad to hear sober and thoughtful reflections on his plan as part of a general discussion of a serious American problem.

SUBMIT a "solution" for the American Negro problem. I do not claim my proposal to be *the* solution. But it is a plan into which have been integrated the basic non-Southern approaches and non-Southern ideas. It is a departure from Southern experience and tradition. It is a rational adaptation of Northern ideas as they have been presented for two decades and as they are now being urged before the federal Congress.

There are two basic approaches to the problem—the Southern and the Northern.

The average Southerner believes it to be a local or state problem, to be handled upon the state level without interference from the central government. He believes in the idea of segregation, with the two races living side by side in separate civilizations to the advantage of each. The Southerner believes this approach has permitted the Negro to advance faster in a shorter period of time than his race has ever advanced in a similar period in any other country of the world.

The average non-Southern American believes this to be a federal problem, to be handled upon the national level directly by the central government. He looks upon segregation as a principle which clashes with the American dream of absolute equality regardless of race, color or creed. He therefore believes that justice requires the complete abolition of the segregated way of life, as adopted by the South, and the substitution of compulsory nonsegregation.

The South reminds the nation that its problem was abnormal. To deal with it, the intelligent white Southerner proceeded on the theory that it was first necessary to train and educate the Negro for the duties and problems of citizenship before he could creditably exercise the duties and solve the problems. This view has been shared, in the main, by the Southern Negro leaders themselves. They do not want their race to receive another such setback as it did after the Civil War when it assumed

the duties of citizenship without prior training. The Southern segregated system has worked well from the 1870s to the 1940s. The current problem is whether it should be continued.

The Northerner admits that progress has been made. But he argues that any system which smacks of discrimination is unfair, unjust and un-American. He asks, in effect: What are we waiting for? Thus the clamor for the civil rights program. His attitude today is not much changed from that of his abolitionist grandfather a century ago. He is not concerned with the concrete problems that accompany and have accompanied the mingling of races since the beginning of time. Any semblance of discrimination, he reasons, is un-American, and the obstructing obstacle, he says, must be forthwith brushed aside. Nor can he understand anyone who urges delay, compromise or solutions short of the American ideal.

It is this undaunted spirit of the Northerner which evokes my admiration, as a Southerner. He not only believes the unachieved can be achieved here, but he believes it can be achieved *now*, TODAY.

I think this spirit of the Northerner can be utilized in the solution of our American Negro problem. And it is hope in this spirit which prompts my advance of a "solution." As one who believes that the South has achieved tolerable success in handling a difficult race problem, I am broad enough

to see and to say that the Northerner may have his point, or at least that the majority may so believe. So suppose we try his plan. And suppose we do it wholeheartedly, logically, systematically and intelligently. This gives us our alternative, "our solution."

We must adopt the contention that this is a "national question" and therefore a "federal problem." We must throw out the window the idea that this is a "states' rights" matter, and we must proceed to regulate by federal legislation the complete admission, integration and assimilation of the Negro race into our social,



THE AUTHOR

Sam Jones, Governor of Louisiana from 1940 to 1944, made good on his platform promise of "good government" by running the entrenched Huey Long machine out of the state capital. By Louisiana law he could not run two terms in succession. When he ran again last year, he lost to Huey's brother Earl. Mr. Jones, long a student of the Negro problem, is now in private law practice in Lake Charles.

AS BIRTHDAY GIFTS since '89,
the choice is Cresta Blanca wine!



Today...



as in 1889
the crest of quality wine

CRESTA BLANCA
WINES



SOUTHERN SOLUTION CONTINUED

economic and political fabric. And we must assume that it creates broad federal responsibilities toward the minority group with which we are concerned. If we can have a perfect meeting of minds on the proposition that the responsibilities are to be national in scope and that all Americans everywhere are to share those responsibilities, then we have a starting point.

My contacts with Southern Negro leaders convince me that the basic objectives for the advancement of their race are 1) educational equality, 2) economic opportunity and 3) political justice. To achieve these will require the support of all the American people—not just a few in a few regions and localities. If you could wipe out all the prejudices and preconceptions of the Southern people, born of experience, and cause all of us to believe exactly as the spiritual heirs of the Northern abolitionists, the job still couldn't be done, in its entirety, in the South or by the Southern people. This is because, economically, they are not in a position to do the job, particularly with the dispatch that is suggested by our Northern friends.

The nation needs the help of the whole population in this solution. And the North is in an admirable position to lend this help, much more so than is the South. Economically it is in a better position to assume the added burden that comes with assisting an underprivileged people in educational, sociological and economic advancement. It is, moreover, ideologically equipped to undertake the task because there are no traditional bars in the North that would tend to discriminate politically or otherwise against the Negro as a race.

The solution, therefore, is the shifting of the Negro population so that it will constitute an equal portion or percentage of the population in every region, state and locality—or as nearly so as is reasonably possible. Senator Richard Russell of Georgia has recently proposed that the U.S. government finance a program to stimulate the migration of 1.5 million Negro families from the South to other parts of the U.S. His plan would be voluntary and would require \$4.5 billion spent over five years in loans and grants to arrange jobs, housing and transportation. It has merit because it would distribute the problem and equalize the burden.

10% of jobs

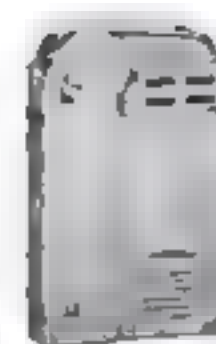
BUT the Russell plan must be further implemented. And here we borrow from another idea, popular among those who sponsor civil rights legislation and fight for a solution of the Negro problem. I refer to the Fair Employment Practices Commission. The objective of the FEPC is to eliminate discrimination in employment and thus protect minority groups, such as the Negroes. I do not believe in the FEPC, but a modification of that idea can accomplish the same objective. The plan is simple: let Congress pass a law requiring every employer of 10 or more people engaged in interstate commerce to set aside 10% of all jobs for qualified Negro applicants who seek the same and make it a crime for any employer to refuse such employment. This would apply, of course, throughout the U.S.

If this plan is accepted the entire problem will be on its way to solution, and it will be solved according to the Northern concept. There would be no compulsion on the Negroes themselves. They could either apply or not, as they chose, for the jobs in New England, the Middle West or the Pacific Coast. But it is reasonable to suppose that, in the course of time, many would so apply and that substantially 10% of the population of each state would ultimately become Negro. When this diffusion takes place the burdens of education, medical assistance, social security and cultural opportunities would be spread throughout the country, and each state would substantially contribute to its proportion of the total responsibility.

An increase or decrease in available jobs in each state would, of course, cause an increase or decrease of the total population. Primarily the proposed plan would allocate jobs and let population changes follow. There would, of course, be constantly recurring changes due to economic factors affecting the labor market, but generally speaking and taking into account the time lag necessary for the plan to begin functioning, allocation of 10% of the jobs for Negroes would mean approximately 10% of the population in each state or locality for Negroes.

The actual results of such a plan would be something less than perfect, particularly in the early years of its operation, but with the passing of time improved efficiency and varied experience would qualify increasing numbers of Negroes for all types of jobs. Thus while equalization of population is not the primary objective of this proposal, it would approximately result from the main objective—that of equalization of job opportunities.

One of the results would be that the South, relieved of its unduly large responsibility, would be able to do more for those Negroes



- Just press to light
- Always works in any weather
- Side-out tank lights pipes, too
- Guaranteed against mechanical defects
- In nickel, chrome, enamel or etched finish

Use Regens Yellow Flints and Regens Lighter Fluid for best results

\$1.50 TO \$2.50

AT GUNN JEWELRY, HEND AND TOBACCO STORES
Regens Lighter Corporation, 2 East 46th St., N. Y. 17

NO TIME TO LOSE

Mr. S. and his little boy Dickie were eating Grape-Nuts Wheat-Meal.

"Tastes wonderful!" said Dickie.

"Full of nourishment, too," said Mr. S. "If you keep eating this hot cereal, you'll soon get so strong I won't be able to spank you."

"No kidding, Pop?" Dickie said.

About an hour later he came into the living room with a hang-dog look. "Pop," he asked, "could I get some more Grape-Nuts Wheat-Meal now?"

"Why, you just finished breakfast."

"I know," said Dickie. "But I'd better get stronger right away. I just broke your fishing rod."

(ADVT.)

Stebco Tufide

LOOKS like leather
FEELS like leather
yet OUTWEARS leather

TUFIDE business cases and marching luggage are unconditionally guaranteed for five years. Brief bags and luggage also feature the new patented Lifetime Edge and Lifetime Handle that add years to the life of every bag. Durable TUFIDE is at luggage or stationery stores... or write for the name of your nearest dealer.

Stebco PRODUCTS, Chicago 24, Illinois
Finest Leather Luggage and Business Cases Since 1918

Terrific Value!

Save \$\$\$ on
MOVIE SCREENS

The **DELITE** Versatol

Famous "Delite" theatre quality broad screen on adjustable tripod, folds compactly ideal for movies and slides.

Size	Regularly	Special
30 x 40"	\$12.50	\$9.95
40 x 40"	15.75	11.49
50 x 50"	19.75	14.49

Deluxe Zipper Case, Special \$24.95

15-Day Money Back Trial Guarantee

FREE Anniversary Bargain Book jammed with money saving values. Send for it!

CENTRAL CAMERA CO.
330 N. Wabash Chicago 4, Ill.

50th YEAR 1899-1949

Marlin Blades

America's best shaving boy

single or double edge

12 for 25¢

Made by the makers of Marlin Guns

THE GUNS SINCE 1890
MADE IN U.S.A.

"A child isn't always fibbing when he doesn't tell the truth,"

SAID ELSIE, THE BORDEN COW

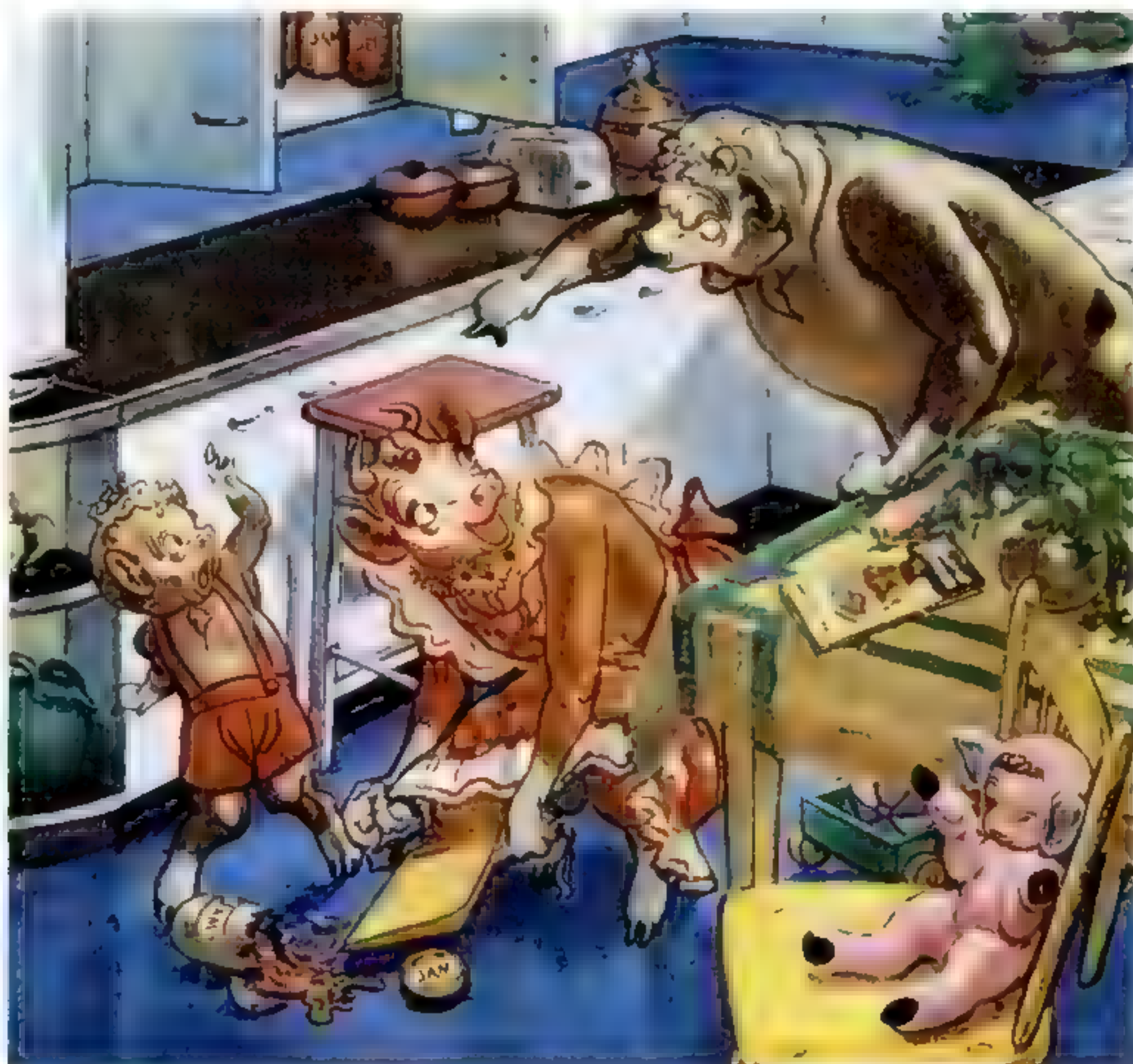


"NOBODY NEEDS to tell me when a kid's fibbing!" roared Elmer, the bull. "When I ask my son Beauregard who broke the jam jar, and he points to a bee and says, 'Buzz-buzz dull'—he's NOT telling the truth!"

"Maybe, he *thinks* he is," said Elsie, the Borden Cow. "Maybe, he truly believes—"

"Aw, calf feathers!" snorted Elmer. "Woman, you make out like my kid's crazy."

"Oh, dear, no!" laughed Elsie. "Just imaginative. The child was attracted by the bee—he wanted to catch it. And the only way he could get his hands free was to drop the jar. So, naturally, he *imagines* that the bee's to blame for the accident."



"Imagine, imagine," mimicked Elmer. "I'll cure him of his imagining!"

"Don't ever do that!" cried Elsie. "Imaginations are wonderful things. They help people make mental pictures while other folks talk. For instance, when I mention Borden's Instant Coffee, coffee-lovers all over the country get heart-warming pictures of steaming cups of rich, full bodied coffee with delightful, roaster-fresh flavor!"

"Not me!" boomed Elmer. "I get a picture of you

going on and on with your Borden's spiel!"

"You know, I could go on forever about Borden's Instant Coffee," confessed Elsie. "It's such fine coffee—100% pure coffee, nothing added. And so easy to make—no pot, no mess, no waste. Just measure Borden's Instant Coffee into a cup, add boiling water, that's all!"

"I thank goodness!" sighed Elmer. "And while you're resting your vocal cords, I might open up and give you a lecture on fibbing."

"Why, darling!" teased Elsie. "You know that I've never told anything but the truth. When I tell you that Lady Borden Ice Cream is the smoothest, creamiest



ice cream that ever was, you can depend on it! It's made with rich, golden cream. Lady Borden chocolate is super chocolate, Lady Borden vanilla is super vanilla, and Lady Borden fruit and berry varieties are—"

"Watch out, woman!" warned Elmer. "Don't let your imagination run away with you!"

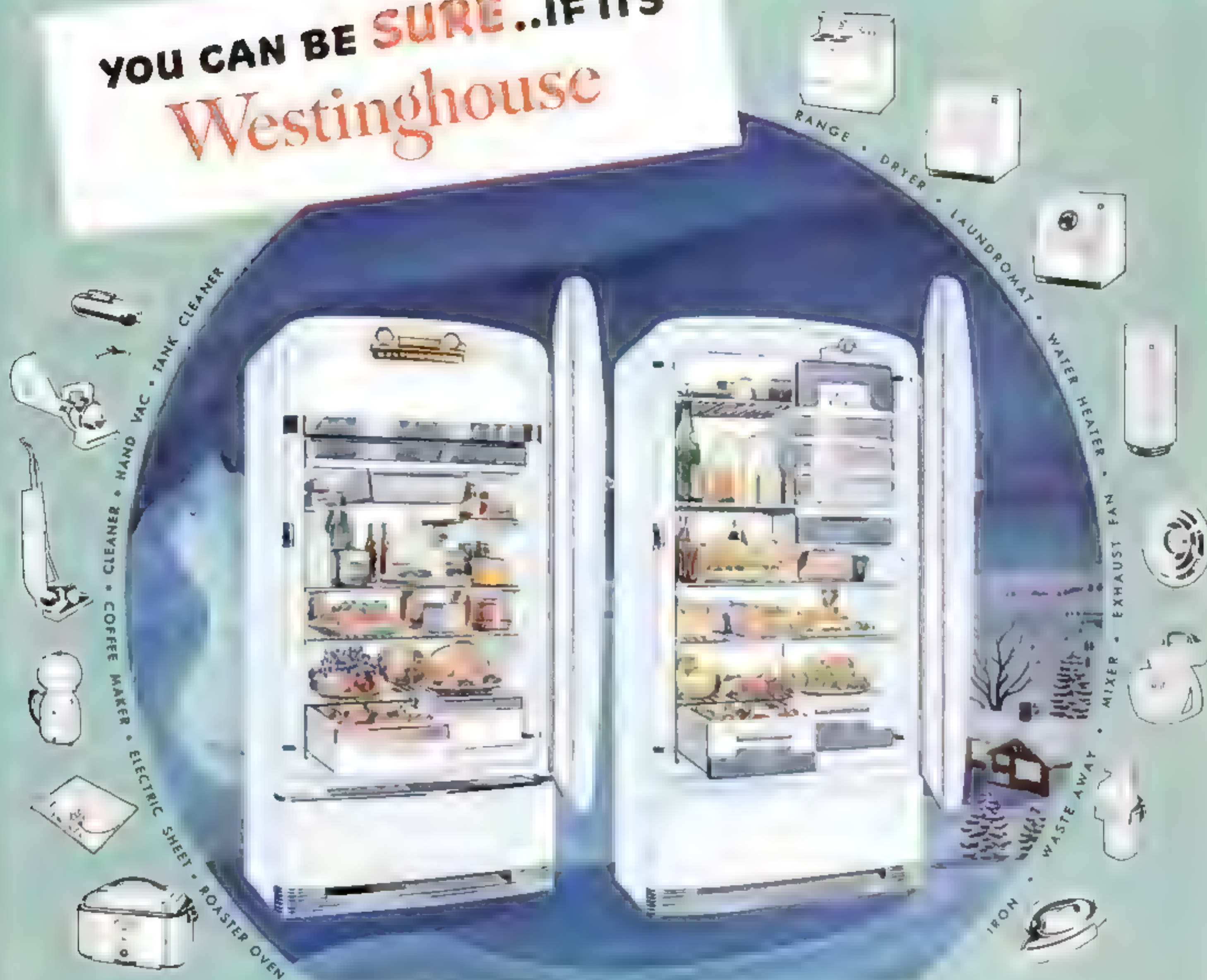
"Don't be silly, Elmer," said Elsie. "No imagination could ever imagine ice cream as delicious as Lady Borden Ice Cream! It's a new adventure in ice cream eating! In short, it's good! If it's Borden's, it's GOT to be good!"

"That's no he!" said Elmer, eager to end it all.



-if it's Borden's,
it's got to be good!

YOU CAN BE **SURE**..IF IT'S
Westinghouse



NEW! COLDER COLD MADE POSSIBLE BY THE EXCLUSIVE AUTOMATIC HOLD-COLD CONTROL

NEW "ARISTOCRAT-10" (left)
The prize of all Refrigerator-Freezers! Over-size, full-width Freeze Chest freezes food or stores over 13 pounds. Holds an extra 13 pounds in the Ice Cube Storage Tray. Butter Keeper, Meat Keeper, adjustable shelves.

NEW "DELUXE-11" (right)
Stores 35 pounds of frozen foods, besides actually freezing foods. Special Meat Keeper, 2 large, extra-deep Humidrawers for fruits and vegetables, and plenty of shelf space.



THERE'S NEVER BEEN ANYTHING LIKE IT BEFORE! This marvelous new hold-cold control gives you the intense, consistent cold in the freezer that keeps frozen foods safer . . . freezes them more swiftly . . . makes ice cubes faster . . . holds ice cream firm and smooth.

IT AUTOMATICALLY HOLDS TEMPERATURES STEADY AND SAFE in the Main Food Compartment. Gives moist cold *only where needed* . . . for fruits and vegetables . . . keeps them market-fresh.

WINTER OR SUMMER . . . NOTHING TO TURN . . . nothing to touch! The hold-cold control automatically adjusts to temperatures selected, regardless of outside climate. Humidity or temperature.

EVERY HOUSE NEEDS A
Westinghouse Refrigerator

SEE THEM AT
YOUR RETAILER'S

WESTINGHOUSE ELECTRIC CORPORATION • APPLIANCE DIVISION • MANSFIELD • OHIO

TUNE IN TED MALONE . . . EVERY MORNING, MONDAY THROUGH FRIDAY . . . ABC NETWORK

SOUTHERN SOLUTION CONTINUED

who remain in the South—as well, incidentally, as for the remaining whites. Another result would be that approximately three fourths of the Negroes would live in a political atmosphere where traditional preconceptions and prejudices do not exist. The whole problem of segregation would diminish, for all experience has shown that where the minority is small there is less inclination to segregation. But the greatest boon of all would be that each state and each region would have approximately the same problem, and there would naturally develop a better understanding between the North and the South on the whole subject.

There are two good reasons why this problem should be handled now by such a law as I propose. In the first place, we are about to see a huge uprooting of Negro population from the Southern farm. In the second place, the present pattern of Negro migration from South to North is creating Negro ghettos such as those in Harlem, Brooklyn and Chicago.

Since 1940 about two million Negroes have left Southern farms. Further mechanization and resulting labor displacement are bound to leave unemployed an ultimate one half of the remaining Southern Negro population. They must be provided with jobs. And since this forced migration is to take place in the present decade, it is now time for Congress to provide for new Negro employment on a national scale.

Urgency for immediate action can be seen when we view the pattern of wartime migration of the Negro. Where did he go and in what type of surroundings is he living? The squalor of Harlem and the crowded conditions of the Negro ghetto of Chicago ought to be sufficient answer. If not, the Detroit race riots should leave no doubt. The present pattern must be changed. And it must be changed now, if we are to avoid, in the North, a repetition of what are claimed to be the mistakes of the South. At the present rate, in spite of migration, we are not going to have a normal distribution of the Negro in proportion to the whole American people. On the contrary we are going to crowd him into the big cities of the nation and transplant segregation across the Mason-Dixon line.

10% of population

WHY has the percentage of 10 been used? The 1940 census showed our total population to be 130 millions, and the Negro population to be nearly 13 million people. Thus the Negro is 10% of our total population and using the FEPC philosophy he is entitled to 10% of the jobs for which he is qualified. If future figures should alter this proportion, the law may be amended accordingly.

If we are correct in assuming that the passage of this law will result in opening up acceptable new job opportunities and in the orderly distribution of the Negro race, these are some of the changes that would result (using the 1940 census figures): The Connecticut Negro population would increase from 32,992 to 186,250. Pennsylvania Negroes would increase from 470,172 to 1,047,778. Indiana would change from 121,916 to 367,320; Minnesota from 9,928 to 309,152; Colorado from 12,176 to 123,457 and California from 124,306 to 753,675. On the other hand, Southern states would lose Negro population as follows: South Carolina from 814,164 to 120,626; Mississippi from 1,074,578 to 123,246; Arkansas from 482,578 to 162,978 and Louisiana from 849,303 to 168,286.

The greatest advantage, however, is not equalization of the Negro population among states; it is the equalization within the respective states. It would solve few, if any, problems by moving the total New York state quota of approximately 1.5 million Negroes to Harlem. The solution would come by distributing that total equally, percentagewise, among the various cities and counties of New York state.

If the reader would visualize the working of the law and apply a rough approximation of it to his own community, all he has to do is to take one tenth of the total population of his city or county, and that will be the number of Negroes who would ultimately live and work in his community.

This plan is not the choice of the South. It is an alternative plan. The South reacts strongly against central government regulation and regimentation. The idea is repulsive to most Southerners. Thus the South has sought to shoulder and solve the Negro problem according to its own customs and ideas under a general policy of states' rights. It would still prefer to do so. But if the majority, acting through their accredited representatives, decrees otherwise, then it is insisted that national responsibility shall follow the nationalization of the problem. The suggested plan, therefore, should be accepted by the North. It may not be the solution, but it is, in military parlance, a solution.

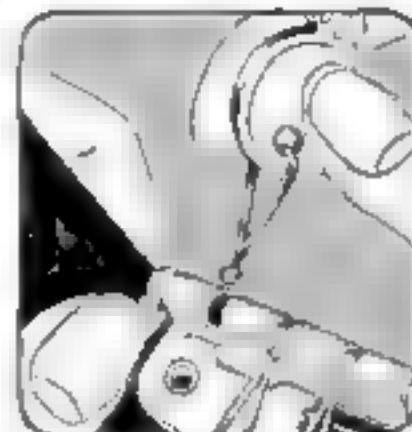


Only a Buxton
KEY-TAINER*

has
these
3 features:



1 Locked Loops...
One unbroken loop of spring steel... locked in so keys cannot slip or twist off!



2 Automatic Latch...
Pull it back, turn loop up and lift out. Snap latch back to lock keys in!



3 Swivel Action...
Buxton's exclusive design lets keys turn freely without key case interfering!



BUXTON*

FREE KEY RETURN SERVICE! You register your name and address with Buxton. If key case is lost, card with just your registration number offers a reward for returning Key-Tainer to us. We pay reward, return key case to you! A Variety of Styles and Leathers from 75¢ to \$4 Plus Tax

*Trade Mark of Buxton, Inc. Reg. U. S. Pat. Off.

Inc. ★ Springfield, Mass. and New York City

HOW COME YOU ALWAYS HAVE THE BEST DEVILED HAM SANDWICHES?

'CAUSE MY MA USES UNDERWOOD'S!

THE ORIGINAL! ALL FINE HAM ZESTFULLY SEASONED

UNDERWOOD
TRADE MARK
NET WEIGHT 2 1/2 OUNCES
DEVILED HAM

P.S. UNDERWOOD'S and Swiss cheese is a good sandwich combination.



"NIGHT AND DAY" is danced by exotica Ruth Ann Koesun, who whisks from light into darkness (*thru the screen*) and rocks a series of dances from Cole Porter tunes. One of America's best young ballerinas, she is the daughter of a Chinese father and a Vietnamese-American mother.



POINTING HER FINGERS TO REPRESENT GUN, RUTH ANN KOESUN SHOOTS

BALLET TO NIGHTCLUB

Highbrow dancers wow Chicago with the saga of classy Miss Otis and her cold-hearted lover

NIGHTCLUBS



HER CHAUFFEUR LOVER IN A DANCE VERSION OF "MISS OTIS REGRETS"

In Chicago where blues singers and strip-teasers normally reign over the town's hotspots, a ballet show dancing at the College Inn is breaking all attendance records, even topping the one set years ago by Ben Bernie. The show is headed by a team of serious dancers, Ruth Ann Koesun (*LIFE's* cover, Nov. 3, 1947) and John Kriza, both native Chicagoans who have been featured all over the country in classical presentations of the Ballet Theatre. Of all their dances, which combine classical *tour jetés* with earthier gyrations, the most popular is a story of crime and punishment, *Miss Otis Regrets* (above and next pages), based on the scandal about the society lady who dallies with the hired help.

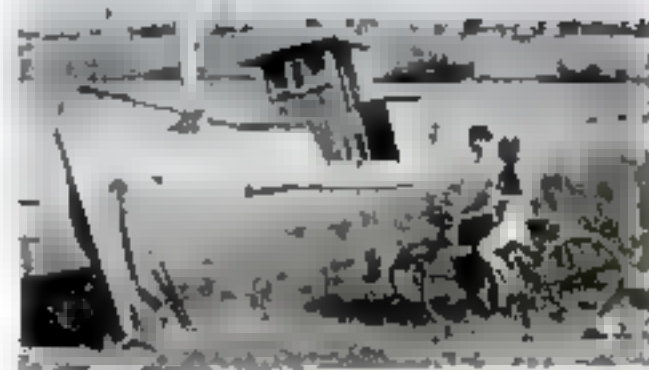
CONTINUED ON NEXT PAGE

Add a plus to your pleasure in CANADA

PLAY in an exciting new setting... over the border in Canada. Help yourself to a whole new world of travel, sightseeing and fun.

See the sights of ancient cities, or get close up on wild life in horizon-bounded National Parks; go handicraft hunting or relax at a luxury resort. Follow the highway through enchanted "picture country" or take your ease on the deck of a coastal or inland cruise ship... You'll find your kind of vacation waiting for you in Canada. Start planning now—make this your year for an away-from-home vacation. Write for detailed information, or use the coupon below.

Fun in the sun at an Ontario lake colony



The shores of the St. Lawrence are rich in history, "local colour"

Golf-with-a-view: Prince Albert National Park, Saskatchewan



7 VACATION "POINTERS"

... ALL POINTING TO CANADA

1. New—interesting—"foreign" atmosphere. 2. A million square miles of scenic playground. 3. Friendly cities, hospitable people. 4. Friends and relatives waiting to welcome you. 5. Lots to do—sports, recreation, sightseeing. 6. Near—easy to get to—no border "red tape" 7. Your vacation dollar buys more, goes further.

NO PASSPORT NEEDED

Canadian Government Travel Bureau
Ottawa, Canada D. Lee Deane, Director

Please send me your illustrated book,
"CANADA, VACATIONS UNLIMITED"

Name _____ (PLEASE PRINT)

Street and No. _____

Town _____

State _____

G 0 4877

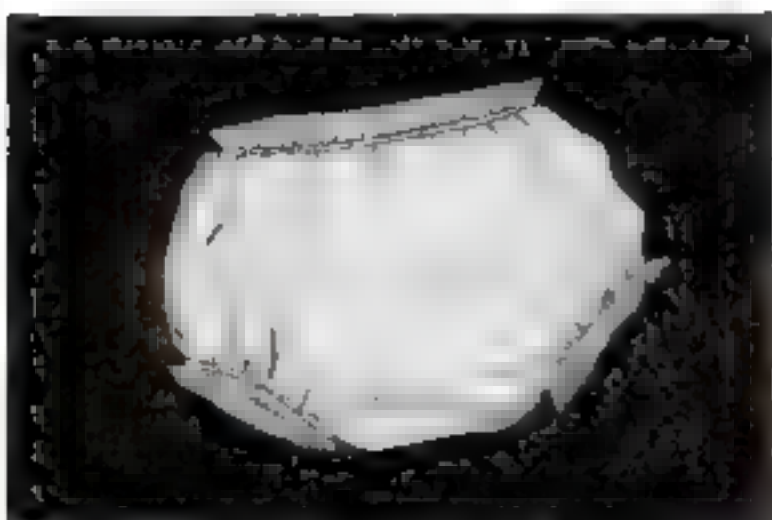


Life is a bed
of flowers . . .
in my petal-tint

SOFTEX* BABY PANTS!

Now—Kleinert's silk Softex Baby Pants in four petal-tints: Carnation Pink, Forget-me-not Blue, Jonquil Yellow, Gardenia White. Pretty as a flower!

These Baby Pants are in the popular French style with shirred waist and leg bands. Cool, comfortable, light. Waterproofed without rubber by an exclusive Kleinert process. Softex is dainty, odorless and always soft—no matter how often it's washed. \$1.00



Kleinert's
SOFTEX BABY PANTS

Prices slightly higher on the West Coast

*®



ROMANCE BEGINS when Miss Otis, a haughty debutante, falls under influence of her chauffeur and lures him with a thinly veiled lumb. This is accompanied by chanted lyrics: "last evening down in Lover's Lane she strayed. . . ."



ROMANCE BLAZES when Miss Otis finally succumbs to lover's advances. But the chauffeur quickly tires of Miss Otis and "When she woke up and found that her dream of love was gone . . . She drew a gun and shot her lover down."

*COPYRIGHT 1934 BY HARMES INC.

CONTINUED ON PAGE 125



"HALF-BRA"
by *Lovable*
Wear it with strapless or off shoulder dresses. Tie the ribbon snugly and it holds up . . . stays up!
Rayon satin, #831
White with blue ribbon, #832 Black lace over pink. A & B Cup, sizes 32 to 38

YOU'LL LOOK LOVELY, TOO
IN A *Lovable* BRA

Lovable Brassiere Co., Dept. LM14, 358 5th Av.

7 DAYS
WILL DO IT



YES, in just 7 days . . . in one short week . . . a group of people who changed from their old dentifrices to Calox Tooth Powder averaged 38% brighter teeth by scientific test. Why not change to Calox yourself? Buy a can of Calox today . . . so your teeth can start looking brighter tomorrow!

CALOX
TOOTH POWDER

McKesson & Robbins Inc., Bridgeport, Conn.



"I never enjoyed reading so much!"
(Certified Lamps are planned to put light where you need it!)

"This is real comfort!"
"And it's so smart looking!"
(Certified Lamps have both style and soft, well distributed light.)



"Sewing is really a pleasure now!"
(Certified Lamps are designed to make tasks like this **EASIER!**)



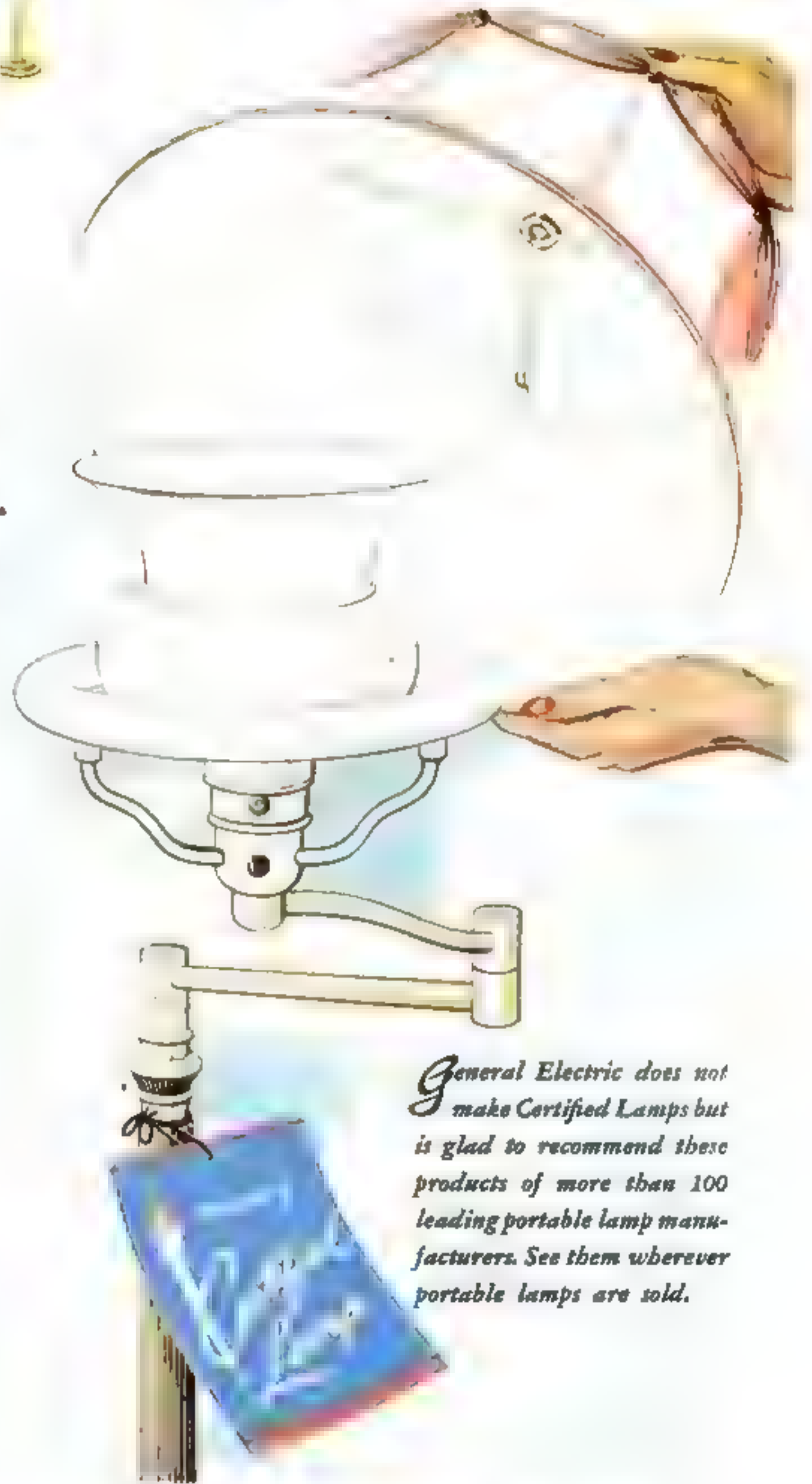
"Do you s'pose Pop will get me a new Certified Lamp, too?"
(Scientifically designed to protect your eyes!)



They're Wonderful ...

THESE NEW CERTIFIED LAMPS ...

They're tops in any family's book! For Certified lamps are built to give you more light . . . and *pleasing* light. Their smart, fresh beauty helps brighten your home . . . creates a decor and an atmosphere you'll love. And there's a range of styles and prices you'll like. Look for the Certified tag when you buy.



General Electric does not make Certified Lamps but is glad to recommend these products of more than 100 leading portable lamp manufacturers. See them wherever portable lamps are sold.



"We all agree ... Certified Lamps are wonderful!"
(Better light ... sturdy construction ... smart appearance ... with a wide range of prices!)

Be sure that your new Certified Lamp is equipped with G-E LAMP bulbs ... constantly improved by research to **Stay Brighter Longer**



G-E Circline Fluorescent lamp—32 watt—12 inch—used with filament bulbs in many large floor and table lamps to give **\$1.85** more light



100-200-300 watt for use in the large floor lamp **60¢**



50-100-150 watt for use in table lamps, bridge lamps, swing-arm lamps, and pin-to-wall lamps . . . **36¢**



30-70-100 watt for use in dresser and dressing table lamps . **30¢**

LIST PRICES SUBJECT TO FEDERAL TAX.

GENERAL  ELECTRIC

MONARCH

World's Largest Family of Nationally Distributed Finer Foods

Because we blend the finer bean,
Our coffee has a taste supreme.
Because we roast it every day,
Our coffee has a grand bouquet

Because we vacuum pack each tin,
We seal that wondrous flavor in.
Because we've plants throughout the land
It's fresh—if labeled MONARCH-BRAND.

Because our blend is rich and strong,
Its zesty flavor lingers long.
Because it makes a richer brew,
You'll find each pound lasts longer, too.

Therefore, the coffee for your table
Should always bear the MONARCH label.

There are 500 foods, and more,
That you can buy in nearby store,
Which Luke and Lucy say are fine—
They are the famous MONARCH line.





IN HIS FINAL AGONIES, the wounded lover writhes on the floor as Miss Otis struts coolly past him with an air of disdain. Her revenge seems complete.



MISS OTIS IS HANGED with a strand of pearls, as befits her high station, by slain man who comes to life to take society's revenge on her wrong-doing.

Grant's



Largest-Selling
8 and 12 YEAR OLD
 Scotch Whiskies
 in America*

Grant's

Blended Scotch Whisky

100% SCOTCH WHISKIES
8 YEARS OLD

BOTTLED BY
William Grant & Sons Ltd.
 GLASGOW, SCOTLAND

DISTILLERIES:
 THE GLENFIDDICH AND BALVENIE-GLENLIVET
 DUFFTOWN, SCOTLAND.


ALCOHOLIC STRENGTH 86 U.S. PROOF CONTENTS 4 1/2 U.S. GALS.

AUSTIN, NICHOLS & CO., INCORPORATED, BROOKLYN, N.Y.
 SOLE DISTRIBUTORS FOR U.S.A.
 PRODUCT OF SCOTLAND

DISTILLED IN SCOTLAND AND
 BOTTLED IN THE UNITED KINGDOM
 UNDER GOVERNMENT SUPERVISION

**FAMOUS LORE
OF SCOTLAND**

The Scots call it the "Balmoral." Altho famous for over 100 years, it is not quite so old as their distiller's art which dates back to the 15th Century.



* Every drop of GRANT'S is either 8 or 12 years old. Wm. Grant & Sons are the exclusive proprietors of the Balvenie-Glenlivet and Glenfiddich distilleries. 86 Proof

SOLE U. S. DISTRIBUTORS IMPORT DIVISION **Austin Nichols**
 & Co., Inc.
 Brooklyn-New York

Who is she?

That memorable face! Those lovely hands...the drifting, dreaming whiteness of them...who is she?

It could be you...you, when you discover magical new DuBarry Hand Lotion, the smoothing, soothing, creamy lotion that's *more than a hand lotion!* It's the luxurious new *treatment* for your skin...all over!

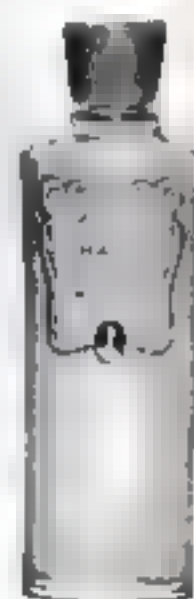
So rich in luxurious lanolin, DuBarry Hand Lotion whitens and smooths as it works its way into your skin...and helps restore the dewy freshness robbed by wind and water.

And...it's so lovely to use... the color of crushed peaches, with a delicate rose-petal fragrance! Keep DuBarry Hand Lotion close by every time you dip your hands in water. Make a once-a-day ritual of this new, emollient lotion; let it caress your skin to baby-soft beauty...from throat to toe! Then yours, too, can be the kind of beauty that makes men whisper, "Who Is She?"

Du Barry
BEAUTY PREPARATIONS BY

Richard Hudnut

Makers of the Richard Hudnut Home Permanent



"Who Is She?" She's Anna Lee Daniels and hers is a Cinderella story. From Greenwich Village shop to favorite model for top New York photographers. She keeps her champagne-satin skin lovely all over with DuBarry Hand Lotion! So can you! Ask the authorized DuBarry dealer in your community for DuBarry Beauty Preparations right for your skin. DuBarry Hand Lotion, \$1.00 plus tax.

GOWN BY LARRY ALDRICH



TOP GENERAL FOODS CORPORATION EXECUTIVES SOLEMNLY TEST THEIR NEWEST PREMIUM, THE "FLAPHAPPY BIRD," WHICH FLIES BY FLAPPING ITS PAPER WINGS

THE BOX-TOP BUSINESS

Cereal eaters and soap users have made it a billion-dollar sideline

American civilization has now reached the point where cereal packages and soap wrappers are a form of currency. For one or more box tops plus a modest sum the citizen can obtain a tulip-shaped cranberry-sauce cutter, a pair of nylons, a ring to detect pirate gold or a 32-piece dinner set. All these are premiums, useful or decorative objects distributed free or at cost to induce the public to buy a particular product and entertain a friendly feeling toward it. There are several kinds, from the "give-away" to the "coupon offer," but the most

popular is the "self-liquidating" premium which both pays for itself and reaps a harvest of goodwill for its sponsor. Premium merchandising is at an all-time high; last year 8,000 firms distributed one billion dollars' worth of premiums to help sell an estimated \$5 billion worth of products. This year, sparked by such hot items as General Foods' new mechanical bird, the premium business should do even better. On the following pages are samples old and new, and a report of premiums' impact on U.S. life. That, as every parent knows, is tremendous.



PRETESTING new premiums on ultimate consumers helps to decide which are the most attractive types.

WINTHROP'S MILE-HI SOLE*

There's head-in-the-clouds style and real down-to-earth value in Winthrop's long-wearing, Mile-Hi Soles. Available in plain toe, moccasin, straight and wing-tip patterns in a variety of leathers.

* $\frac{3}{4}$ inch or
1 in. thick.

\$8.95 to \$15.95
(Some Higher)

Winthrop Jr. for Boys (Sizes 1 to 9)
\$6.95 to \$8.95



**WINTHROP
SHOES**

IN-'N'-OUTERS

LEISURE SHOES FOR MEN

For a new experience in soft, easy-going comfort, wear the sensational new leisure shoe—Winthrop's In-'N'-Outer—\$9.95.

FOR FREE STYLE BOOKLET
WRITE DEPT. "C"

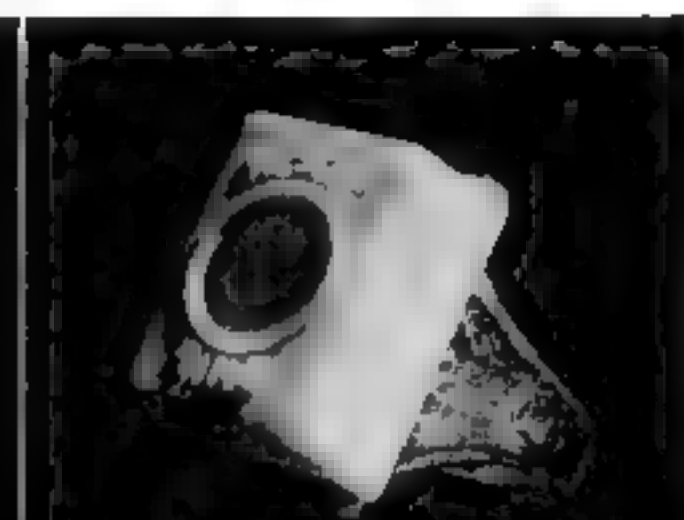
Winthrop Shoe Co. • Div: International Shoe Company • St. Louis

The Box-Top Business CONTINUED

A DOZEN POPULAR PREMIUMS



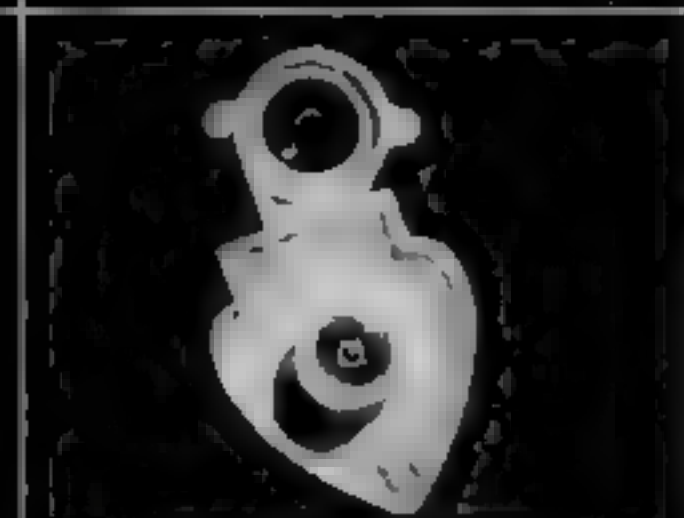
KOLYNOS' "HELEN TRENT"
MEDALLION NECKLACE



JOHNSON CANDY'S
"ROGER WILCO" RESCUE RING



KELLOGG'S CORN FLAKES'
JET PLANE RING



RALSTON'S TOM MIX
COMPASS-MAGNIFYING GLASS



GENERAL FOODS'
EXPLORER'S RING



DERBY FOODS' "SKY KING"
MAGNI-GLOW WRITING RING



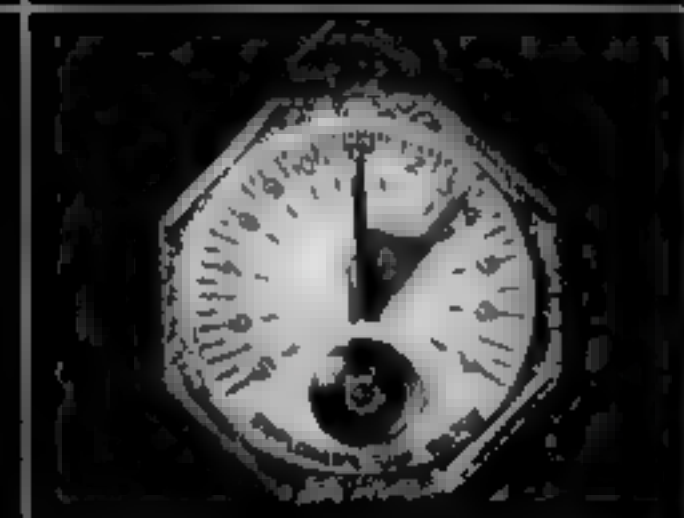
"YOUNG WIDDER BROWN"
LOVEBIRDS BROOCH



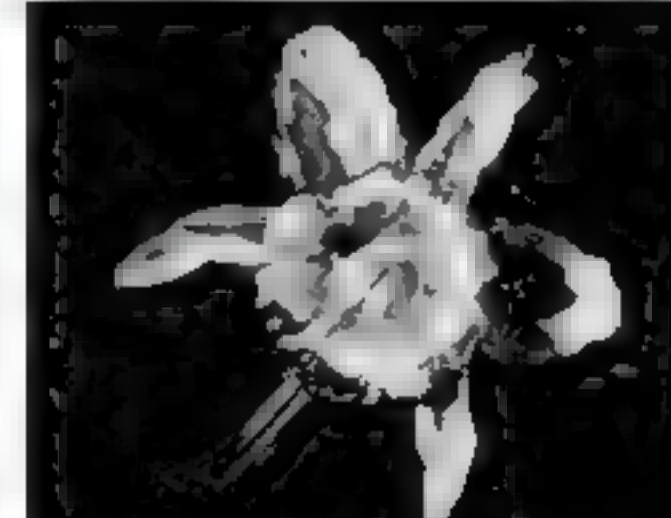
KIX'S "LONE RANGER"
SIX-SHOOTER RING



NABISCO'S TED WILLIAMS
BASEBALL RING



WHEATIES' "JACK ARMSTRONG"
EXPLORER'S SUN WATCH

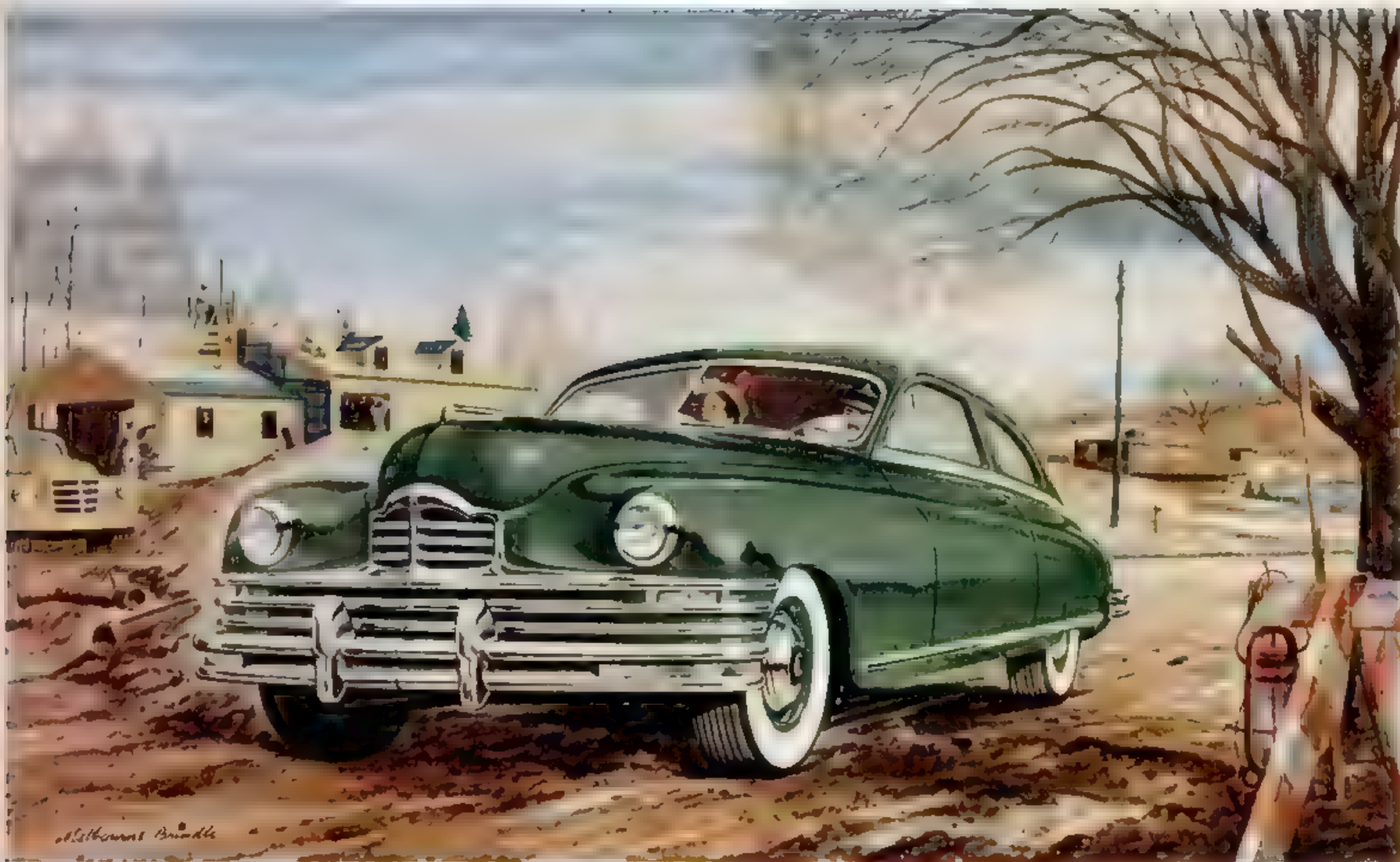


SWEETHEART SOAP'S
"HAMBURG KATIE" ORCHID PIN



GENERAL MILLS'
ATOMIC BOMB RING

CONTINUED ON PAGE 131



1949 Packard Eight, 130-HP Club Sedan—\$2274—delivered in Detroit, state and local taxes, fender shields (\$18) and white sidewalls (\$21), extra.

Can you find the "limousine" in this picture?

YOU'RE RIGHT. That's not really a limousine—it's an attractively-priced Packard Eight sedan.

But when you sample the *ride* this sedan gives you, you'll say, "Here's real limousine luxury!"

That's because many of the advancements in today's famed Packard suspension system were originally developed for the Packard Custom limousine...resulting in a soft, "self-controlling" ride that goes beyond all others in *comfort* and *firm roadability*. Sample it soon!

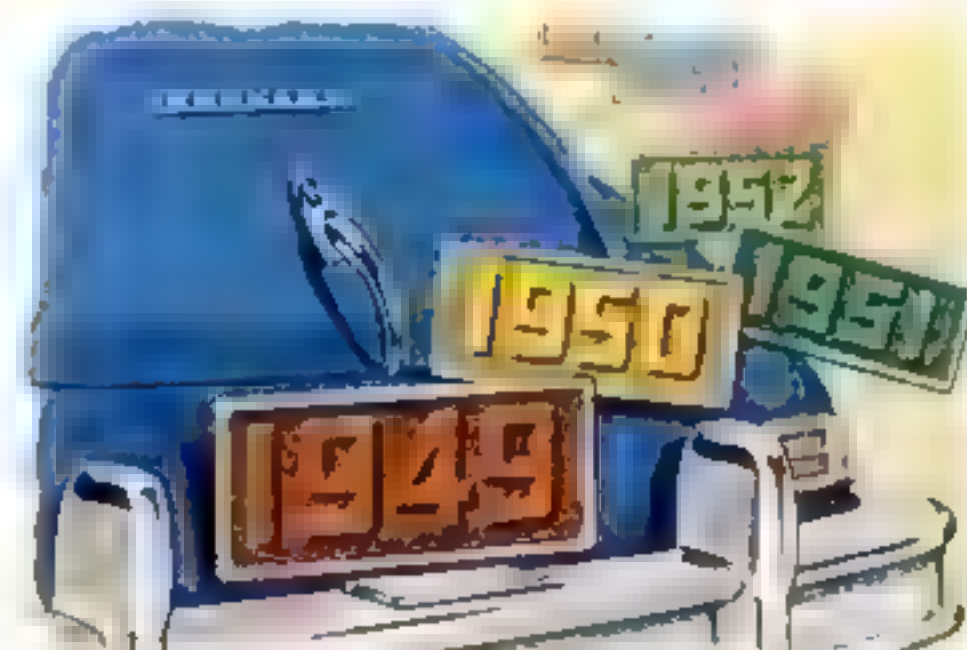


Like magic, Packard's "selfcontrolling" rear springs compensate automatically for changes in load and road. Packard's advanced system even includes a transverse shock absorber, to damp out side-to-side tremors.

Report on 130-HP Packard Eight, with overdrive*

ROAD MILES PER GALLON	PERCENTAGE OF OWNERS REPORTING EACH FIGURE
under 16	5.9%
16	9.6%
17	15.8%
18	24.4%
19	13.6%
20	18.5%
21 and over	12.2%

Economy news—Based on a national survey among new Packard owners. Variations are caused by differences in speed, terrain, traffic, temperature, individual driver habits. *Optional equipment, at moderate extra cost.



Finer than ever—Periodic, penny accurate service records—submitted by all Packard dealers—prove that service needs of the new Packard Eight are the lowest in Packard's 49 years of precision manufacturing!

130-HP EIGHT • 145-HP SUPER EIGHT • 160-HP CUSTOM EIGHT

PACKARD

ASK THE MAN WHO OWNS ONE

WONDERFUL PIE, PEGGY... AND WHAT CHEDDAR CHEESE!



IT'S **Kay**
BRAND

NATURAL
CHEDDAR
CHEESE

made from pasteurized milk

It's a Very Special Cheese for Very Particular People... this mellow Kay that melts enticingly on the tongue. Special indeed—because it's *natural* cheddar cheese made from *pasteurized milk*! And cured right in the sparkling wrapper you see on the big "10-pounder." Even that wrapper had to be specially developed so that Kay Brand can cure through and through *without rind*. Serve this cheddar with your proudest pies, on snack or cheese trays, and in sandwiches. In cooked dishes, too, it will fetch glowing words.

Your dealer will cut slices or any size "block" from the wrapped "10-pounder", or, in advance, he may have cut and wrapped portions for you and marked them with a Kay Natural label. Taste this *specially wonderful natural cheese* soon—a real masterpiece of the cheesemaker's art.

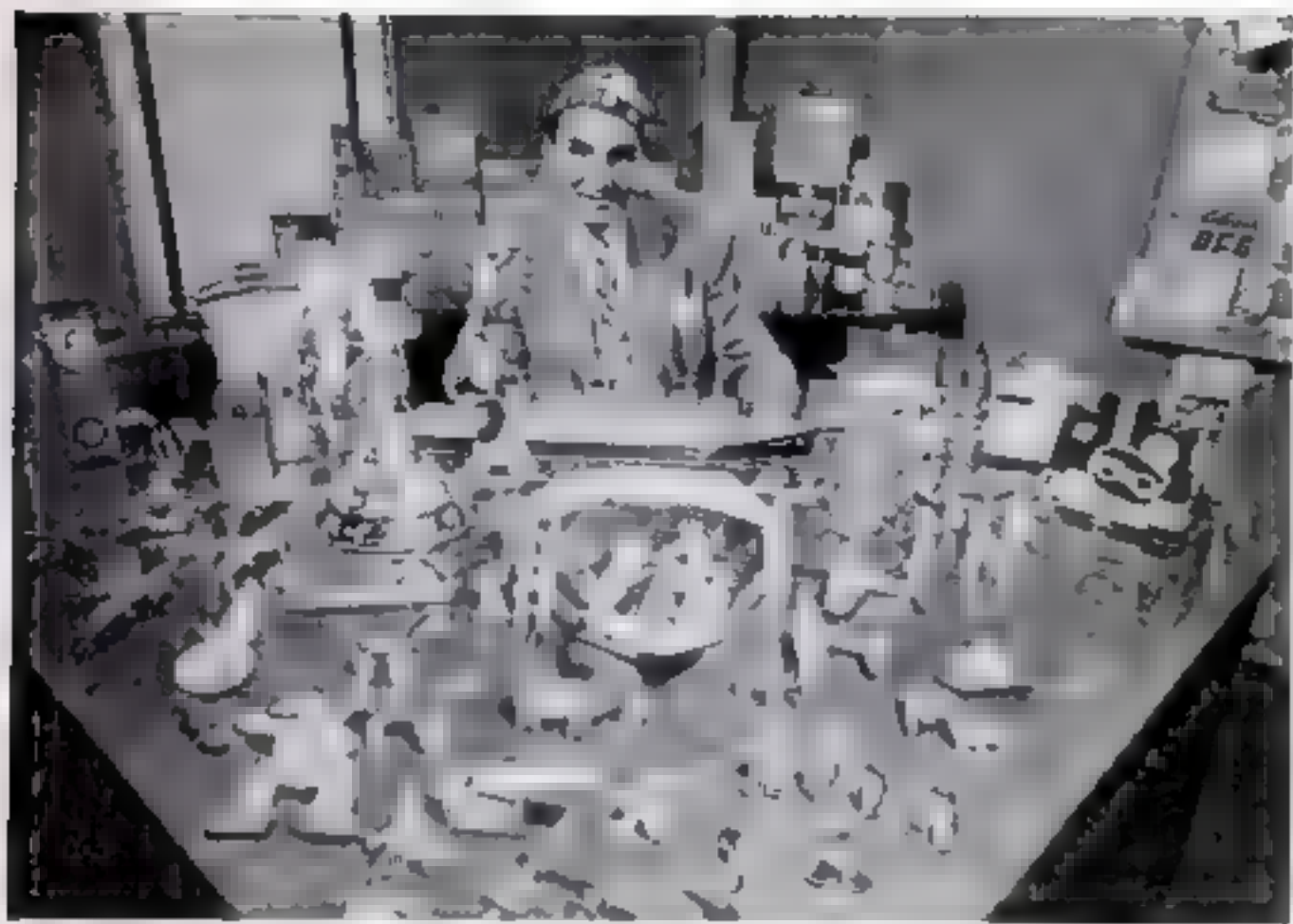
A triumph of Kraft skill

NATURAL
CHEDDAR CHEESE
MADE BY
KRAFT
Made from pasteurized milk

Kay BRAND
NATURAL
CHEDDAR CHEESE
MADE BY
KRAFT
Made from pasteurized milk

Be sure
to see the
name
Kay Brand
when you
buy

Kay BRAND
NATURAL
CHEDDAR CHEESE
MADE BY
KRAFT
Made from pasteurized milk



TOP IDEA MAN of the premium business is probably Sam Gold, an ebullient Chicagoan who has thought up more than 1,000 premiums, mostly of card-stock, which his firm lithographs. He explains his success: "Mentally I'm a kid."

A RETURN OF HALF A MILLION ORDERS ISN'T EVEN COLOSSAL

There is an old, mild joke about a man who bought and furnished a palatial six-room house entirely with soap wrappers. The living room was full of Oriental rugs, Rembrandts and beautiful antiques; the other five rooms were full of soap. But in actual fact there is a huge Baptist orphanage in Troy, Ala. which thus far has paid off \$50,000 of its mortgage and acquired six refrigerators solely with Octagon coupons saved and contributed by its supporters since 1931.

The orphanage is an extreme but by no means isolated example of the power of the premium business, the fastest growing, most secretive and most melodramatic branch of advertising. Beginning modestly in 1865, when Benjamin Babbitt started giving away chromos for wrappers from his soap, it progressed through the halcyon days of United Cigar coupons, and was sweeping to its present peak of munificence in 1941 when wartime shortages made premium-giving unnecessary. It was then estimated that 30% of U.S.-made china, 15% of enamelware and 10% of aluminum ware were distributed as premiums. This year's business is almost certain to top 1948's, the biggest in box-top history.

This business will be done almost entirely with women and children since it has long since been proved that men will not respond to premium offers. The exception to this rule was observed when Duane Jones, a particularly resourceful New York advertising man, had six tons of stone shipped here from Blarney Castle in Ireland to make women's bracelets and men's rings. When a distiller offered genuine Blarney Stone rings to Boston bartenders the response was awesome. Even so, Schenley representatives had to deliver the rings personally.

The box-top business has reached the point where a return of 200,000 on a self-liquidating premium offer is only fair and 500,000 is good but not spectacular. The record was set by Kix's 15¢ Atomic Bomb Ring which, containing harmless radioactive material, drew almost three million returns from the 15 million youngsters in the U.S. between the ages of 6 and 12. Its success was due in part to the ring's tie-in with the 1946 headlines about atomic energy and Bikini. A news tie-in is only one of several elements a premium expert seeks to incorporate in his offer. Another, particularly in a campaign aimed at children, is "plus values"—something extra, over and above the premium's main purpose. A small space under the stone in a ring thus becomes a "secret compartment," a shiny tin area on it "a magic signaling mirror."

Seemingly highly imaginative, most child's ring premiums are really based on the same principles: magnet, mirror, magnifying lens, sun dial, compass or whistle. What sells them is the tremendous "excitement value" engendered by their presentation in comic strip ad and radio script. The Lone Ranger's revolvers bulk large in his broadcasts when General Mills is offering a new six-shooter ring, and Young Wilder Brown receives a "glamorous" brooch from an admirer just before Phillips' Toothpaste, by a happy coincidence, offers its radio friends the very same thing. Associations like this have an excitement value for the premium lover which outweighs even the dreary wait of two to six weeks before his premium reaches him by third-class mail.

CONTINUED ON NEXT PAGE

For a softer caress -
try tender-touch **YES**

YES
tissues

tissues

YES

A finer facial tissue that's
actually washed in pure,
soft water to give it that soft,
soft tender touch. Box of 300, 27¢

A SECOND LOOK gets you RARE QUALITY



*A Second Look shows
Today's Three Feathers has rare
5,6,7-year-old whiskies**

* **RARE BLENDED WHISKEY. 86 Proof.** The straight whiskies in this product are five years or more old. 35% straight whiskey, 65% grain neutral spirits. 12% whiskey 5 years old. 20% whiskey 6 years old. 3% whiskey 7 years old. Three Feathers Distributors, Inc., New York, N. Y.

THREE FEATHERS
choice of those who
take a second look for quality

The Box-Top Business CONTINUED

Excitement value is further achieved through pre-testing, hard-won experience and witch-doctor hunch, since a premium idea may begin anywhere. The anterooms of big premium users like General Mills, General Foods, Procter & Gamble, Lever Brothers and Colgate-Palmolive-Peet, which are the five biggest, fill daily with citizens who are certain they have wonderful ideas. Sometimes they have. The Atomic Bomb Ring began with a man who dropped into General Mills' offices one day and suggested that the spintharoscope, a device used to demonstrate the disintegration of radioactive substances to physics classes, be incorporated in a premium. He received a handsome reward.

But the average amount paid for a premium idea is not more than \$500. One reason is premiums' pinchpenny economics. To achieve its effect a premium must give the customer from two to four times what he is accustomed to getting for his money; the sponsor's profit is good will only. Thus a 25¢ locket liquidates itself about as follows: cost of jewelry, 16½¢; federal tax, 4¢; mail-handling charge, 2¼¢; stamp, 1¢; box, ½¢; grief, ¼¢. Total, 25¢. There is little room for royalties. Another reason is that the final form of a premium represents the combined thinking of dozens of account executives, vice presidents, directors, factory foremen and premium consultants, who may add so many plus values that the original idea is very nearly lost track of.

The Franklin Bruck Advertising Agency was approached a year ago with an idea for a Whistle Ring, a child's ring whose hollow "stone" would contain a tiny, workable whistle. Bruck began adding plus values. The stone was ordered made of a luminous substance and became a "plastic dome" that "glows mystic blue at night." A small circle of tin installed in its top became a "scientific reflector" to send code messages. The simple Whistle Ring ultimately grew into a Rescue Ring, appropriately advertised: "Suppose you and your pals are in a boat with a storm coming up. Or suppose your crowd loses the way, out on a hike . . . or someone's hurt and you have to stay with him until help comes. Who's the hero who signals for help? *You!* Just use your Roger Wilco Rescue Ring!"

Once a campaign is decided on, the lives of those connected with it become filled with dread. One fear is simply that the public won't like the premium. Another is that the competition already has something similar and will "break" with it first. Finally there is the chance that the premium will prove so popular the factory will not be able to keep up with demand.

A constant worry is leaks of information, either about future plans or past results, since each company zealously guards the figures on its returns as information of strategic value to the enemy. Many people believe spies operate regularly in the box-top business, and while one has never been caught, as far as is generally known, concerns like The Robbins Company of Attleboro, Mass., biggest manufacturer of custom-made premiums in the U.S., are very careful about who gets into their plant and where they go.

The premium business feels it has a bright future. Advertising agencies are adding "premium experts" to their staffs; television will do wonders for offers, with its opportunities for picturization of the "loot" in actual use; premium budgets are mounting, and the national market is becoming increasingly competitive, a condition in which the box-top business thrives. It is, in fact, one branch of the American economy which can look forward to a moderately good depression with something like real enthusiasm.

—HERBERT BREAN



"REMOVERS" employed by mail-handling firms like R. H. Donnelley daily process 1,500 premium letters each. Donnelley rents 200 New York post-office boxes to serve clients, has received 120,000 requests for a premium in one day.

there's great good news in this

BIG 2ⁱⁿ1 BREAKFAST BUY!

1.
Serve it **COLD**

2 NABISCO SHREDDED WHEAT biscuits
Sliced bananas Sugar Milk

100% whole wheat in its most delicious form. Whole-some, *natural*—with nothing added to mar its golden flavor. All the *nutrition* of whole wheat, too—including the wheat-germ and bran. No wonder NABISCO SHREDDED WHEAT has been America's favorite breakfast for generations. Buy it—try it—like this, or as a wonderful quick-cooked cereal.



2.

Serve it **COOKED**

2 NABISCO SHREDDED WHEAT biscuits
1 cup water ¼ tsp. salt

Amazing 1-minute cooked cereal! Just add salt to boiling water, coarsely crumble in 2 NABISCO SHREDDED WHEAT biscuits. Cook 1 minute only, stirring constantly. Serve with brown or white sugar, top milk or cream. A hearty hot cereal "all made" in a *minute*, with a rich *wheaty* flavor your family will love! Get the big 2-in-1 breakfast buy—NABISCO SHREDDED WHEAT, in the original Niagara Falls package!

*this one great cereal
can be served
BOTH WAYS!*

NABISCO
SHREDDED WHEAT

BAKED BY NATIONAL BISCUIT COMPANY





Life Goes to a Texas A. & M. Party

**1,500 girls travel to College Station for a weekend
and watch the students strut their military stuff**

Texas Agricultural and Mechanical College at College Station, Texas is the largest land grant college in the U.S. It is also one of the biggest military schools in the world; in both World War I and II its R.O.T.C. supplied the Army with more commissioned officers than did West Point. But though Texas A. & M. has wealth and a fine military bearing it has no girls—none at all.

So when the students this year revived the Corps of Cadets Military Ball which had been discontinued at the beginning of the war, they made up the lack of girls in a thoroughgoing way. On Friday and Saturday 1,500 girls arrived. They came in buses, trains and convertibles from all over Texas, each eager for the chance to see her military boyfriend, to watch him parade, to try to pick him out of the ranks when the massed corps of 3,800 R.O.T.C. cadets raised their gloved hands in a snappy salute (*opposite page*). They found their boyfriends spick and span. For weeks before the party the senior cadet officers had spent long hours putting the last lick and polish on their full-length cavalry boots (which they alone may wear), the juniors had brushed the wrinkles out of their military pink pants (not permitted to sophomores or freshmen) and the freshmen, directed by junior officers, had policed the campus and washed the statue of ex-President Ross with mops and soap flakes.

Every cadet's biggest problem was to find his girl a room. The college had emptied two dormitories for the purpose, but any girl sleeping there had to be in bed by 1 a.m. The boys canvassed every hotel and rooming house for miles around and even booked rooms in some faculty apartments. Their search was so successful that 1,450 of the 1,500 girls managed to stay out of dormitories and stay up late.



ARRIVING AT PARTY, six sorority girls who drove up from Dallas in a flashy convertible are surrounded by 23 eager cadets the minute they park in the dormitory area.



AT COMMAND "DISMISSED" the perfect formation on the opposite page suddenly dissolved into this as cadets scrambled madly out of ranks to join their girls.



LINGERING FAREWELL at windows of a bus bound for Denton, Texas played havoc with bus driver's schedule. State College at Denton sent a big delegation of girls.

← CADET CORPS STANDS AT RIGID SALUTE, WITH OFFICERS IN FRONT RANKS

SWANSON



Steeped in Butter Gravy!

SAYS PENNY THE SWANSON HEN

The best chicken fricassee you ever tasted! Whole parts of tender young corn-fed Nebraska and Iowa chicken, steeped and swimming in rich real butter gravy, pressure-cooked to preserve the full delicious flavor and juicy tenderness. Ready to heat and serve, Swanson Chicken Fricassee is perfect with rice, potatoes, dumplings, biscuits, noodles or toast.

Try this quick Recipe!

DEEP SOUTH FRICASSEE

1 c Cooked rice ½ t Chili powder
¼ c Diced pimiento 1 can Swanson
¼ c Diced green pepper Chicken Fricassee

Mix rice, pimiento, pepper and chili powder, spread in oiled casserole. Pour Chicken Fricassee over top. Garnish with thin green pepper slices. Bake at 350° F. for 20 minutes. Serves 6.

GUARANTEED AS A PRODUCT OF GOOD
Housekeeping
AND AN ADVERTISED TRADE

EQUALS
1/3 OF A
DRESSED CHICKEN



INSPECTED FOR
WHOLESALENESS
BY U. S. DEPARTMENT
OF AGRICULTURE

All Swanson Poultry U.S. Govt. Inspected!

Try other famous Swanson products.
Boned Turkey and Boned Chicken.

C. A. SWANSON & SONS, OMAHA, NEBR.

CHICKEN★TURKEY

beauty on a budget...

SHIP 'N SHORE

Blouses

Ever lovely, ever washable. Bur-Mil rayon crepe.
Back pleats, longer length, for casual comfort.

At good stores everywhere. \$3.98



SUSQUEHANNA, 1350 BROADWAY, NEW YORK 18

Texas A. & M. CONTINUED



AT BIG DANCE couples gather around band. Honor guests were Truman's aide General Vaughan, Air Force General Quesada, movies' Audie Murphy.



EARLY GOODNIGHT is said to five girls who stayed in dormitory, had to be in by 1 a.m. The ball ended at 12:30 and they had 30 minutes to walk home.

Head of the Bourbon Family

There's something really heart-warming about the rich, smooth mellowness of Old Grand-Dad. It has always been a great bourbon—and always will be. Why not try Old Grand-Dad, and see?

*National Distillers Products Corporation
New York, N. Y.*



OLD GRAND-DAD

Gladys Swarthout

One of America's most popular singers...star for many years of the Metropolitan Opera, motion pictures, concert, radio and recordings.



Virginia MacWatters

She has scored brilliant successes with the New York City Opera Company, at Covent Garden in London, and in concert.

The famous mezzo-soprano and opera's brilliant, new coloratura agree...

Camels for Mildness!

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS!

MILLIONS of people who have smoked Camels for years already know about Camel's cool, cool mildness. If you're not among those Camel smokers... if you've never given Camels a real, day-to-day trial... start *your own* 30-day test of Camel mildness *today!*

Try the mildness and rich, full flavor of Camels in your own "T-Zone" (that's T for Taste and T for Throat—your proving ground for cigarette mildness...for smoking enjoyment). Put Camels to the test—and see how mild a cigarette can be!

Money-Back Guarantee!

Try Camels and test them as you smoke them. If, at any time, you are not convinced that Camels are the mildest cigarette you ever smoked, return the package with the unused Camels and we will refund its full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

I AGREE, MISS SWARTHOUT—EVER SINCE I MADE THAT 30-DAY MILDNESS TEST, IT'S BEEN CAMELS WITH ME!

AND WHEN YOU'VE SMOKED CAMELS AS LONG AS I HAVE, VIRGINIA, YOU'LL APPRECIATE THAT MILDNESS AND FLAVOR EVEN MORE!



According to a Nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Doctors smoke for pleasure, too! And when three leading independent research organizations asked 113,597 doctors what cigarette they smoked, the brand named most was Camel!